

PRINTERS

INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCVII

NEW YORK, NOVEMBER 2, 1916

No. 5

F. W. WOOLWORTH CO. 5 AND 10 CENT STORE



WHEN the Woolworth 5-and-10-cent-store idea was originated, it took real vision to see its development as a great merchandising plan. Today, more than 1000 Woolworth stores are the outlet for vast quantities of goods.

It is a popular notion that low price is the only selling factor. But there is also a *quality* feature, as shown in the advertising of WOOLCO COTTONS. This is a high-grade line handled exclusively by Woolworth stores. Advertising has resulted in enormous sales and drawn thousands of new and careful buyers to Woolworth counters.

It is significant that the advertising came from Advertising Headquarters.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO



ANSWERS TO ADVERTISERS

Q. How is a Service Department defined in its application to an advertising agency?

A. "Service" is a word too often applied indefinitely and indiscriminately in the solicitation of advertising, and the term "Service Department" is a misnomer.

The service of an advertising agency is not the business of a single department—it is the function of the entire organization.

However, the "Service Department" is defined by the Federal Advertising Agency of New York and Chicago as that important branch of their organization which crystallizes the basic plans of the Advertiser and Federal executives, originating and perfecting the dealer and consumer appeal, which is the final factor in creating demand, increasing and maintaining sales.

"Put it up to men who know your market."

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCVII

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How Banks Can Aid Business

A Plan to Have Financial Institutions Help in Developing Better Merchandising Among Merchants

Based on an Authorized Interview With

Edward N. Hurley

Chairman, Federal Trade Commission, Washington, D. C.

THERE is no question that in many cases efficient merchants carry the inefficient, as the banker frequently lends the money of the efficient merchant to the inefficient one.

This is the view advanced by Edward N. Hurley, chairman of the Federal Trade Commission, in an exclusive interview just accorded to PRINTERS' INK. Chairman Hurley declares that PRINTERS' INK "is doing a world of good" in the direction of his special hobby—the adoption of sound accounting systems in manufacturing and merchandising—and he took occasion in this interview to make the first public announcement of his latest crusade on behalf of better business. Mr. Hurley's new ambition, as here disclosed, is to line up the bankers of the country as a potent influence for systematic cost-keeping in factory and store. A little later, the Trade Commission chairman will outline his plan in a letter to be sent to every bank in the United States, together with copies of Mr. Hurley's newly issued pamphlets, "A System of Accounts for Retail Merchants" and "Fundamentals of a Cost System for Manufacturers."

"Compel your merchants to make a profit on every sale" is the creed which Chairman Hurley will preach to the bankers of the country in his new line of constructive criticism. "As matters stand to-day a large share of the

merchants of the country are not making a profit on three of every six articles they sell. Probably, in reality, they are selling three items out of the six at an actual loss. And the chances are that the three items that show a profit do so simply because the margin is so large that they cannot help it. The non-profit articles are not, in most instances, sold at cost or worse because the merchant is using them as 'leaders' or has any definite purpose in the sacrifice, but simply because so many merchants do not follow any adequate system of cost-keeping and do not know what it is costing them to sell goods.

WHERE THE NON-ADVERTISER BENEFITS AT HANDS OF BANKER

"Local banks only make matters worse if they continue to loan money to inefficient merchants—merchants who in many instances obtain their loans by exhibiting balance-sheets that do not portray the true condition of the business. And because the inefficient merchant is almost invariably a heavy borrower and a small depositor, whereas the efficient merchant is apt to be a large depositor and a limited borrower, it often works out that the former is actually carried along on the money of the latter. Thus, the storekeeper operating on sound business principles may, in the absence of rigid censorship by the local banker, be furnishing the capital for some price-cutter

who will do more harm in a month than business in that community can recover from in a year."

GIVE BANKER MORE AUTHORITY OVER ACCOUNTANT

Explaining the incentive for his latest project on behalf of better business, Chairman Hurley said: "More should be done to insure the preparation of financial statements which will show the true standing of business concerns. In our investigations we have found a very decided tendency on the part of business men to overvalue their assets and frequently to understate their liabilities. The overvaluation of assets is, in a large measure, due to the failure of business men to make adequate provision for depreciation. In many cases, the difference between the value of the assets shown by financial statements and the actual value is so great that many concerns showing a comfortable surplus are in fact insolvent. It is also important in this connection to consider how much of expenditures for jigs, tools, dies and patterns are properly chargeable to capital, and how much to the cost of production.

"In many cases of commercial failure concerns had made statements for credit purposes, a comparatively short time before their failure, which showed them to be in good financial condition. This is true even in some cases where statements have been prepared by public accountants.

"The great difficulty is that no matter who prepares the statement, whether the manufacturer or merchant himself, or a public accountant, the person preparing it is either the prospective borrower or someone in his employ, and the natural tendency is to make as favorable a showing as possible.

"In order to increase the reliability of balance-sheet statements and to enable the banker to place more confidence in them, some plan must be devised whereby the authority of the banker over the accountant will at least equal that

of the borrower, particularly as to the form of the statement and as to the methods used in determining the value of assets and the ascertainment of liabilities."

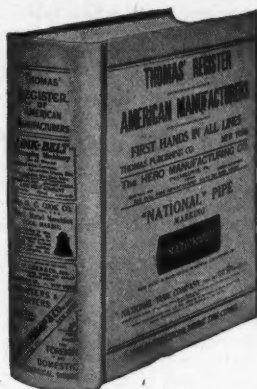
The plan outlined to PRINTERS' INK by Chairman Hurley as a remedy for the present state of affairs contemplates that, first of all, a standard form of statement be prepared on which form all statements for credit purposes be made. Second, a general set of rules would be laid down for the valuation of assets and the ascertainment of liabilities, and these rules would be subscribed to by the accountant and followed by him in the preparation of statements. Third, all statements would be prepared or verified by an accountant who had registered with the Federal Reserve Board or the Federal Reserve Banks, and the board or banks would have the authority to revoke the registry of an accountant for any unreliable work, after giving the accountant an opportunity to be heard. Mr. Hurley suggests that the rules contemplated could be drawn by the American Association of Public Accountants for the approval of the Federal Reserve Board or Banks.

Speaking of the attitude of accountants with respect to this weak spot in the business fabric, Mr. Hurley said: "It is a well-known fact that public accountants are willing and ready to do their part in having the banker presented with a balance-sheet that will show a concern's true financial position. The trouble is that many business men will disagree with the public accountants as to what shall be written off for depreciation, and how other items shall be treated. The accountant, although desirous of being conservative, realizes that unless he agrees with his client he is likely to lose him. The result is usually a compromise.

"Bankers and public accountants and credit men have a vital interest in every movement that makes for the welfare of American business and general prosperity. It is to their interest and it is a part of their responsibility, to

Issued Once a Year— Used thousands of times each day

The *only* publication that many of the largest buyers in the United States and abroad ever use to find sources of supply.



Aggregate Capital of concerns who are using the last edition Thomas' Register as their purchasing guide, more than

\$11,000,000,000

or about 40% of the total capital invested in merchandising and manufacturing in the United States. Equal to 110,000 subscribers of \$100,000 capital each.

Send for "A. B. C." Audit, covering both quantity and capital.

Thomas Publishing Company

129-135 Lafayette Street, New York City

BOSTON, Allston Sq.
Tel., Brighton 1490

CHICAGO, 20 W. Jackson Bld.
Tel., Har. 2366

SAN FRANCISCO, 311 California St.
Tel., Sutter 4604

LONDON, 24 Railway Approach

do their share toward bringing about a better knowledge of business conditions and greater efficiency. I firmly believe that close co-operation along this line is bound to be directly helpful to every manufacturer and merchant in the country. I appreciate that present bad methods cannot be remedied in a short time, but a start must be made in some co-operative way."

EVOLUTION COMING IN DISTRIBUTION OF MANUFACTURED GOODS

Among the most interesting observations made by Mr. Hurley in the course of his interview with the PRINTERS' INK representative was his comment upon the causes and probable effects of the evolution which he conceives now to be in progress in the distribution of manufactured goods. Here, Mr. Hurley is speaking not only out of the fullness of his observation as chairman of the Federal Trade Commission, but also out of the fullness of his experience as a manufacturer; as a present-day resident of a typical small town in the Middle West; and as the owner and operator of an up-to-date farm that is run as a money-making proposition and not as a pastime or hobby.

"As I sense the situation," said Mr. Hurley, "a very great market will lie in the towns and the small cities. The town will be the pre-eminent unit in the future. The hamlets and villages of a few hundred people seem to me to have no future and their merchants have little opportunity for expansion because the life-blood of those little communities, and more especially the trade of those small settlements, is being drawn by means of the automobile and other influences to the cities and towns, having a population of, say, from 2,500 up. On the other hand, I believe that the very large city has reached its maximum in development.

"To my mind the well-kept, well-ordered town or small city is going to be, in this age of the automobile and the motion picture, the ideal place of residence for the American family that has

the means and the opportunity to live pretty much where it chooses. The reason is not far to seek. We are 'dressing up' in the small towns, and that means not only in the matter of personal attire, but architecturally and every other way. We do not have to go to the big cities for 'the bright lights,' because we are learning how to use electricity for illumination on our own store fronts, and we do not have to go far afield for entertainment because we have our own places of amusement open every evening in the week.

"In the new era the town is being linked more closely than ever before to the agricultural region surrounding it. No longer is it necessary actually to live on a farm in order to farm it successfully. Take my own case as an illustration of the evolution. On my farm we have to-day a tractor and sixteen horses, and I am going to get rid of all the horses but three because I have them eating their heads off nine months a year in order to get three months' work out of them. In future we are going to do everything on that farm by the power of gasoline, and we will work day and night when the weather is favorable; indeed, we ran two shifts this past season, one running from 4 o'clock in the morning until noon and the other from noon until dark. As for operating that farm from the nearby town I have found that my son can jump into the automobile any day in the summer, go to the farm and by means of the tractor get out more work in five hours than we used to do in two days with the horses.

"Even in the large cities you can see a manifestation of this same evolution. In Chicago, for example, the galleries of the downtown theatres are empty. Why? Because sections which were formerly outlying and purely residential in character have developed their own shopping districts. The people who want to show off parade in the brightly lighted thoroughfares of these 'centers'; for amusement they go to the theatres near home, instead

This Pre-Season

is an hour when humanity begins to bow low to its better self.

This is the time when millions of Mothers and equally as many Daughters are quietly working each spare moment—*sewing, knitting, crocheting* on some gift for the greatest festival in all the year—Christmas.

Frequently this great and grand army of Mothers and Daughters will refer to **NEEDLECRAFT**, because **NEEDLECRAFT** is their official guide in gift-making.

Do you fully realize, as a National Advertiser, what it means to have **NEEDLECRAFT** represent you among these millions of Mothers and Daughters, at this *particular season*?

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

of going downtown; and they are trading in the small department stores that have sprung up in these new market-places—stores whose trade has grown to such an extent that they now advertise in the Chicago newspapers."

LOCAL STORES TO FARE BETTER

"How," Mr. Hurley was asked, "will the local storekeepers fare in this glorification of the town or small city?"

"As they become more efficient," was the reply, "they will get and hold all the trade of their respective communities, with the possible exception of some articles of fashion, such as women's dress, where the larger selections of the big city stores may attract, and certain articles of luxury, such as expensive jewelry. But for all the great range of everyday purchases—the necessities and comforts of life, the local merchant who knows what it is costing him to do business and who makes every article in the store bear its share of the overhead will win out in the face of all the price-cutting the city stores can do.

"Department stores we will probably always have with us, but the average one in the future will not cover three city blocks. The department store of the morrow will have to be operated with exceptional efficiency to survive. And give me a well-dressed store in a good town—I won't say my town of Wheaton, because it has only 4,000 population, and I would like a town with a daily newspaper, so we will say a town of 10,000—and with plenty of electric lights and intelligent local newspaper advertising and highly systematized cost-accounting, I venture that I can skin any department store that attempts long-range competition.

"But the small-town merchant must discard the celluloid collar and the kerosene lamp and the small, dingy show-window if he is going to get and hold the trade of his community. We are all 'dressing up' in this country, and the town merchant must remember that there is another town with live stores only ten or

twenty miles away, and that distance is not much of a drawback in these days of the automobile. In short, I may say that in every way standards of living and of trade are rising in the small towns. The people, too, who went to the big cities in years gone by are coming back to the small cities and towns and that return is having a tremendous effect upon the young people of the towns. They are beginning to say: 'There must be nothing in the lure of the city or these fellows would not all be coming back.'"

Black Cat Hosiery in Big Textile Merger

Headed by C. C. Allen and Robert Allen, of the Chicago-Kenosha Hosiery Company, manufacturer of Black Cat Hosiery, the Black Cat Textile Company incorporated last week with a capital of \$3,000,000. It has bought out and will operate the combined interests of the Chicago-Kenosha Hosiery Company, the Sheboygan Knitting Company, and the Cooper Underwear Company of Bennington, Vt. The formation of this corporation makes it one of the largest manufacturers of wearing apparel in the world.

Death of Thomas L. Cheney

Thomas Langdon Cheney, a member of the silk-manufacturing firm of Cheney Bros., and who had been sales-manager of the New York branch of the company since 1911, died last week in Colorado Springs, Colo. He was in his thirty-seventh year.

Mr. Cheney was a director of the McCall Company.

O. C. Mosley With American Sugar Refining Co.

O. C. Mosley, who recently resigned as advertising manager of Libby, McNeill & Libby, Chicago, will take charge of the advertising department of The American Sugar Refining Company, New York, on November 15. He succeeds E. Y. Crossmore, who has assumed other duties with the same company.

Gail Murphy With Hoyt's Service

Gail Murphy has been placed in charge of the Cleveland office of Hoyt's Service, Inc. He has been advertising manager of the Chalmers Motor Company for one year, and before that was with the Art Metal Construction Company, Jamestown, N. Y., in a similar capacity.

Dominant Idea Advertising

NICHOLS-FINN stands squarely on its result-record. It has discovered and developed, in collaboration with its clients, Dominant Selling Ideas which have proved notably successful.

WE are at your service to apply the power of Dominant Idea Advertising to your business. It's different.

Joseph C. Finn



NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE STREET, CHICAGO

Armour's Conferences With Publishers to Push Dealer Education

The New York Meeting a Wide-Open Affair—Armour's Plans for the Coming Year

By John Allen Murphy

ARMOUR & COMPANY stand ready greatly to increase their already large appropriation as soon as certain barriers of productiveness are removed. This barrier is the dealer's perfunctory discharge of his work. Make the dealer a real convert to advertising, teach him the profit in rapid turn-overs and you have gone a long way toward making him a supporter of national advertising. Long profits on a few sales loom larger in many dealers' eyes than a smaller margin on more sales.

To help educate backward merchants Armour & Company have been holding a series of meetings with newspaper publishers. PRINTERS' INK was favored with an invitation to sit in at the recent New York meeting, and, as its representative, I was able to learn in intimate fashion what the Armour plans are to give a stronger push to the multitudinous brands of this house.

The plan of these meetings is not based on that old idea of questionable propriety of getting the publisher to help merchandise the advertiser's product. Publishers with whom I have talked regard the plan favorably. They think the interest Armour & Company are taking to better conditions in the local field will do much good, and that the idea is above criticism as long as the newspapers are not asked to perform duties that rightfully belong to the advertiser and his representatives.

The primary purpose of these meetings is to give the publisher a message on what the Armour folks are pleased to call "the new function of the newspaper." The publishers are told of the impor-

tant part they can play in the education of the dealer in the economic value of standardized merchandise. The gist of the plan is to get the publishers to assist in the uplift of the retailer. They can help to make him a better merchant. That the publishers may have a selfish reason for entering the campaign, they are told wherein they will profit from the effort. The more up-to-date the merchant is, the more standardized products he will sell. He will become a more aggressive business-getter. Hence, the greater should be the revenue of the publisher.

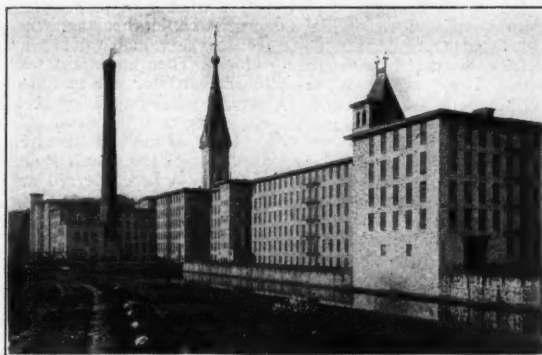
CREATES A BETTER UNDERSTANDING OF CONDITIONS

According to the way the plan was explained to me the newspaper men are not asked to do anything in particular for Armour & Company. The plan has for its purpose the bettering of general retail conditions, and obviously other manufacturers of standardized foods will share the accruing benefits with the Chicago packer.

William Laughlin, advertising manager of the company, and Paul Faust, its advertising counsel, literally take their advertising plans out to the publishers. Meetings have recently been held in Chicago, Boston and Kansas City, besides New York. To them were invited the publishers of newspapers in each district that will carry the Armour institutional advertising for the coming year. Fifteen of the publishers were in attendance at New York, about twenty in Boston, thirty-five in Chicago and twenty in Kansas City.

The idea was tried out a year

Rhode Island's Industries **Cotton Goods**



ROYAL MILL, RIVERPOINT, R. I.

One of the Mills of B. B. & R. Knight, Who Operate 517,336
Spindles and Produce 90,000,000 Yards of
Cotton Cloth Per Annum.

Rhode Island is Fourth *in the production of* **Cotton Goods**

Millions of yards of staple and fancy cotton goods are manufactured in the 101 Rhode Island establishments. At the present time 31,360 are employed at an average wage for men, women and children of \$470. More than \$31,050,000 of raw material is consumed in the production of \$53,040,000 of the finished product. Several members of a family work in textile mills, bringing the family wage to a high average, in some cases as high as \$2500 per annum. Are your products reaching these prosperous workmen?

RHODE ISLAND is the home of
The Providence Journal
The Evening Bulletin

REPRESENTATIVES: CHAS. H. EDDY CO.
New York Boston Chicago

ago, and met with such success that it was resolved to carry the plan out on a little more extensive scale this year. The meetings are presided over by the advertising manager. He and Mr. Faust take turns in explaining the new plans. Proofs of the copy are shown. Dealer helps are exhibited. Charts that graphically explain the points brought up in the talks are placed on exhibition. Ideas that are still undeveloped are discussed with the publishers. Their advice is solicited. Everybody asks questions. The meetings are of the most friendly sort.

Armour & Company, like so many other manufacturers, find conditions in the retail field not entirely satisfactory. To make the advertising productive and to make increased advertising possible, the company finds it necessary to devote much effort to improving conditions in the trade. This is the way the ground is prepared for the advertising seed. A study of retail conditions is always in progress. Previous study has uncovered some of the difficulties that must be overcome.

HUNTING THE CAUSES OF FAILURE

"An idea of what these difficulties lead to," to use the words of A. Watson Armour, "may be gathered from a statement by R. G. Dun & Co. showing business failures. The statement reads as follows:

GROCERIES AND MEAT			
Year	Number	Liabilities	Average
1911	2134	\$ 9,543,008	\$4,472
1912	2597	13,162,922	5,069
1913	2771	15,558,243	5,615
1914	3022	15,769,574	5,218
1915	3614	14,460,248	4,001
GENERAL STORES			
Year	Number	Liabilities	Average
1911	1380	\$10,988,030	\$7,962
1912	1777	12,760,623	7,181
1913	1615	13,183,035	8,163
1914	1789	15,735,321	8,796
1915	2334	20,371,938	8,685

"These figures are startling enough! Yet one thing is perfectly clear—there are specific reasons for them which may be found by diligent searching. For, side by side with the man who fails is the man who succeeds, and a study of the different methods employed by the two is bound

to throw a flood of light on the situation.

"The executive department of Armour & Company instituted, only recently, a special study of the causes of failure. Two men visited Harvard University and conferred with the heads of the Harvard School of Business Administration. Their purpose was to see what light such trained observers could throw on the subject. Some valuable data were developed. Then an expert was sent to Harvard for one month to determine what conclusions could be drawn from these data.

"The Commercial Research Department of the Curtis Publishing Company was conferred with at great length.

"Then men were sent out into the retail field for study of actual retail conditions in many sections of the country.

"All this research, covering a year's time, led to certain conclusions. They may be summarized thus:

"Many grocers who do a fair volume of business barely make a living out of their stores.

"Few stores turn their capital often enough.

"Many stores turn a small part of their stock frequently, but find a large part of their goods too dormant, inactive—in a word, 'stickers.'

"Almost all stores carry an unnecessarily large number of brands of the same item.

"Few stores have any other plan of advertising than cut price.

"Most stores buy in too small quantities from too many houses.

"All stores would welcome smaller stocks, smaller investment, more frequent turnover, better advertising methods, help and counsel on store operation, scientifically arranged window and store trimming and merchandising aid. These were the conclusions, but, as is readily seen, in themselves most of them are merely symptoms. The problem was to find the disease. Now there is one fact involved in these conclusions that stands out to the eye of the trained observer like

(Continued on page 17)



Papers That Reduce Your Selling Costs

THE present upward trend of prices in the paper industry has proved a blessing in disguise to many advertisers. Seeking less costly papers for their Catalogues, Booklets, Folders and Mailing Pieces, they have been led to use Buckeye Covers, and have thus learned that these famous papers are *best regardless of price* for the great majority of Direct Advertisements.

Buckeye Covers are *reducing selling costs* for thousands of alert advertisers, not only because of their intrinsic quality and economy, but also because the service back of them is a definite and practical guaranty of *better printed matter at better prices*.

You get utmost value from your printer as well as from the paper manufacturer when you specify Buckeye Covers. You do not have to pay for guesswork and experiments. Most printers use Buckeye Covers oftener than any other kind, and as a consequence they can handle them to better advantage than any other kind. On any Buckeye Cover your printer can produce exactly the effect you want, with the minimum of trouble and expense.

It pays in the beginning, and it pays still better in the long run, to specify Buckeye Covers for all of your Direct Advertisements that can be printed on a high-grade cover paper.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER in Hamilton, Ohio, Since 1848

Dealers in principal cities of United States, Canada and England. Your Printer Knows the Nearest

Member Paper Makers' Advertising Club

The Woman's Home Companion

believes that "The Woman makes the home." Its aim is to be the woman's helper in making a *better home*.

The American Magazine

believes in helping every man—at home—in the office—the shop—the field—everywhere.

Farm and Fireside

believes in better farms and better firesides. It is the farmer's helper.

Every Week

believes in better homes—better business—better farms—better men, women and children; and inspires the whole family with snap and vigor to get more out of life.

THE CROWELL PUBLISH-
ING COMPANY BELIEVES
THAT IT MAKES A DIRECT
APPEAL EVERY MONTH TO
WOMEN IN THE WOMAN'S
HOME COMPANION, EVERY
MONTH TO MEN IN THE
AMERICAN MAGAZINE,
TWICE EVERY MONTH TO
THE FARMER IN FARM AND
FIRESIDE, AND NOW IN
EVERY WEEK TO THE
WHOLE FAMILY.

THE CROWELL
PUBLISHING COMPANY

381 Fourth Avenue - New York City

Woman's Home Companion
American Magazine

Farm and Fireside
Every Week



A clothing merchant in Decatur, Ind., the agent for Hart, Schaffner & Marx clothing and for Black Cat stockings, says that his country customers spend more for their clothes than the town people. His other statement of interest is that he wishes to goodness he could get the clothing people to advertise in *The Farm Journal* just as the Black Cat people have done.

The Farm Journal

Washington Square, Philadelphia

a cloud in a clear sky. It is this: the retail grocer's prime difficulty is that part of his line is standard in value, but most of it is not. Commodities that haven't a name, a reputation and a standardized value—commodities, for example, which would have to go begging in a forced sale—are the subtlest and most insidious liabilities that a merchant can have in his possession.

"They are the articles which are conspicuous on the bargain counter; that swell the volume of sales that bring no profit, and they are conducive, at the best, to make retailing not much better than a gambler's chance. Retailing is not a simple, easy game under any circumstances. It takes brains to play it right, but there are ways of playing 'safe,' and at one and the same time playing it profitably. The several general reasons assigned by commercial agencies for failures—such as lack of capital, inexperience, etc.—may be met and corrected. Lack of capital is quite apt to be due to our old friend—'a too diversified and miscellaneous stock of many brands.' 'Inexperience' is usually due to an attempt to do 1916 retailing on a basis of 1880 or 1890 methods."

ENLIST AID OF PUBLISHERS

The plan of institutional advertising and the merchandising idea on which it is based is designed to help the dealer over the difficulties described by Mr. Armour. But effective as is this plan, it will become still more effective as retail conditions improve. The Armour folks are of the opinion that the more forces that join in to help the dealer, the better it will be for all persons concerned in the distribution and consumption of food, and that means everybody. Local publishers, being on the ground with the merchant and coming in frequent intimate contact with him, can materially assist in this work. And the best of it is that the harder the business end of the newspaper labors on the problem the more profit it will make.

Obviously this is a big idea,

and it doesn't take the publishers very long to enthuse over it when it is presented to them by Mr. Laughlin and Mr. Faust. But generating enthusiasm with the idea isn't the only thing accomplished at the meetings. The publishers are furnished with concrete plans. They are told just how they can help the dealer, and here is an interesting point. These meetings are so arranged that the publishers, themselves, describe most of the plans. Each newspaper man tells what he is doing in his city to interest merchants in standardized products.

For instance, the representative of a New Jersey newspaper told of how one local grocer had been developed into an unusually successful retail advertiser. His success has attracted more than local attention and is so notable that it is serving as an inspiring object-lesson to his fellow merchants. His activity is stimulating the whole retail trade of the city, and is making all of them better business-getters. In a way, there is nothing particularly remarkable about the methods of this advertiser. It is simply a case of steady, generous, intelligent advertising. This example showed the publishers that often by concentrating all their efforts on one local dealer, until he is merchandising in a modern way, the whole town can be aroused to imitate the live one.

HOW THE PAPERS ARE WORKING WITH DEALERS

In some cities the service men on the advertising staffs of the papers are revolutionizing local conditions. They are showing retailers how to make their advertising pay. They are instructing dealers in better methods of merchandising and are giving the most valuable counsel to them. Papers that have capable service men are finding them the busiest and most useful men on their staffs.

In other cities publishers are getting the retailers together occasionally at smokers or "Dutch lunches." These meetings are addressed by local authorities on

merchandising and once in a while by the representatives of manufacturers. Often permanent retail associations are started in this way. Where live, active associations of this character can be formed retail evils are sure to mend.

Other newspaper men work on the dealer through brokers, jobbers' salesmen and in various other ways. The effort is having its effect. No one could doubt that after listening to these publishers tell what has been accomplished. As a result of this educational work on the dealer, conducted from so many sides, many retailers now believe so firmly in the value of manufacturer's advertising that they refuse to stock any product unless they have a guarantee that it will be advertised in some effective manner.

The publishers who sit in at these meetings receive a dozen ideas for every one that they contribute. Mr. Laughlin and Mr. Faust also get just as much as they give.

During the progress of the gatherings the advertising manager's pencil is kept busy jotting down notes. "That's a story we can use" or "There's an idea for us," are frequent comments. When the advertising executives of Armour & Company get back to their offices they have a fund of new ideas to work on. They also have a first-hand knowledge of the sort of men who are carrying their local advertising that could be obtained in no other way outside of these meetings.

THE EXTENSIVE ADVERTISING PLAN

This article would not be complete without a brief reference to the Armour advertising programme for the forthcoming year. The campaign of this big Chicago organization is so ramified and covers so many different products and brands that a mere catalogue of its details, without any comments, would take pages. Space, therefore, permits but a skeleton outline of the salient features of the programme. There are really five separate campaigns, all of which correlate.

These are national magazines, local campaigns, retail dealers' service, campaigns to doctors and various industries and finally the promotion work.

Eight national magazines, with a combined circulation of over seven million, are being used. It is claimed that this circulation will reach forty per cent of the population and nearly all of the families in the United States having an annual income of \$700 or over. H. R. Chapman, an executive in the promotion end of the business, in telling the sales force of the organization about the advertising, had this to say about the magazine part of the campaign:

"The circulation of our magazines parallels the Armour selling territory, both branch-house and car-route.

"As for the character of our copy, we are going to use not only black and white, but also full pages in colors. We have made a very thorough-going investigation of the use of color to determine its added value, and the strongest testimony was obtained from the mail-order firms who have to depend entirely on their catalogues to sell their goods. These houses report that returns from color pages are from 50 to 1,000 per cent greater than pages of similar copy in plain black and white.

"We have employed the very best art counsel and artists obtainable to help us reap 100 per cent value from our space and we are firmly convinced that our color pages will secure preferred and increased attention to our message."

The local campaign centers around the newspaper, although posters are used to a considerable extent. Space of varying size is used two or three times a week in the newspapers of 150 cities. This copy bears the name of the Armour local branch and the name of its manager.

This Chicago packer also uses two "movie" films in its local work. These tell the complete story, pictorially, of Stockinet Ham. One takes eleven or twelve minutes to

Your 1917 Lists—

In making them up do not fail to include COAL AGE—

COAL AGE is the only national coal mining paper. It has a *net paid* circulation of more than 10,000 copies per issue. It is read by practically all the progressive coal mine officials throughout the United States and Canada.

And the coal field, remember, offers a remarkable opportunity to any suitable product.

During 1915 the coal mines in the United States alone purchased over \$100,000,000 worth of equipment and supplies. The men who recommended the purchases are COAL AGE readers.

And—

Never have the coal mines been more prosperous than now.

Ask us for further facts regarding this field and the only publication which covers it nationally.

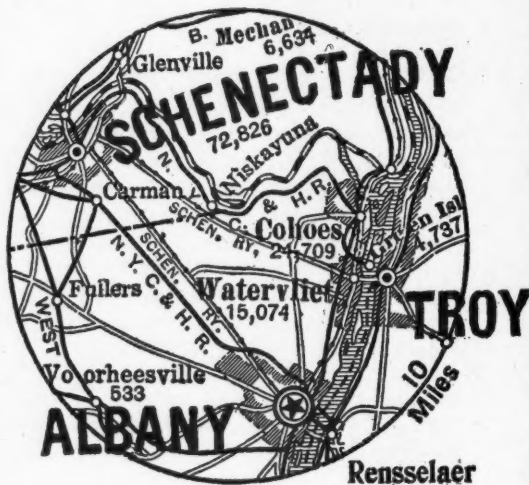
COAL AGE

*With which is
Consolidated*

The Colliery Engineer

Published at the Hill Building, 36th St. at 10th Ave., N. Y. City—one of the five Hill Engineering Weeklies—All members of the A. B. C.

One Big Newspaper Covers



and

The Capitol District For You

Rate Six Cents Flat

Net Paid Circulation for July 43,931

*Advertisers, Sales Managers and Space Buyers
Are Requested to Write*

**THE KNICKERBOCKER PRESS
FOR FACTS**

PUBLICATION OFFICE
16-22 Beaver St., Albany, N. Y.

TROY
382 River St.

SCHENECTADY
Wedgway Bldg.

(Member of A. B. C.)

show and the other six or seven minutes. The newspapers help the Armour people in having these films shown at the picture houses.

A DEALER HELP THAT ACTS AS A REPEATED REMINDER

The main features of the retail dealers' service are field men with automobiles, store-front ovals and store signs, new window displays, new dealer calendars, consumer booklets, puzzles, literature of departments, package leaflet enclosures, and then advertising work, such as on advertising and sales plans, the issuing of booklets on costs, accounting, etc. Probably the most interesting unit in the dealer-service material is the calendar. It is planned to put this ubiquitous article to an interesting use. It is to serve as a store sign. There is a sheet for each month. Each page illustrates the use of some Armour product, lithographed in its own natural colors. Thus the retailers will have a fresh sign each month. On several days of the month, suggestions are made for pushing some seasonable product, such as "Ham Day," "Pie Day," etc. No great significance is attached to these suggestions. They are put there to remind both the dealer and his customers that it would be seasonable to buy the product suggested for that day. It is a device to keep people thinking of the whole Armour line.

If the retailer forgets to make an effort on a timely item, the calendar brings the fact to his attention. In a general kind of way, the direct selling literature sent to the dealer will be influenced by the current suggestions on the calendar. These suggestions will also have some effect on the salesmen. If a product has a "day" coming soon, the salesman will, of course, push it in advance, so that the dealer will have it in stock in time.

The Armour idea of interchangeable leaflets has much suggestive value to advertisers, especially to those who market several things. When each Armour prod-

uct is packed, with it is included a leaflet for some other product. In these leaflets an appetite appeal is created by showing the food as it is when ready to serve. An idea of this kind is very valuable, especially to a house like Armour & Company, which has several hundred products. No one housewife is likely to be buying many of these. But if she likes what she is using the chances are good to sell her more of the line. The leaflets will help to bring this about.

Considerable emphasis is put on the advisory bureau, which is conducted in connection with the retail service. In mentioning it, the firm says:

"We have established an advisory bureau whose help is available to any of our customers. It is profitable to have a personal interest in the success of every merchant who handles our products and we stand ready to give expert help in solving merchandising problems. These include buying, selling, cost accounting, record keeping and store management in general. This service is without charge and we expect it to play a vital part in the success of many customers."

A strong feature of the company's advertising is the campaign to doctors, informing them of the merits of the packers' products, their dietetic value and giving such other facts as a doctor would be interested in.

Space is being used regularly in thirty-four trade publications, reaching many fields. Seven of these go to hotels and seven are live-stock publications. Armour is advertising to the stock-raiser to gain good will and to encourage him to greater effort in the production of beef cattle, the supply of which has been gradually lessening.

The promotional work part of the general campaign has been described very well by Mr. Chapman. Here are his words:

"The members of this department will devote their whole time to the matter of helping the advertising to succeed. This will include constant visits to branch

houses where each organization will be fully informed of our activities and ideas for further use of the programme formulated and discussed. We want each member of our organization to feel free to call on us for help and counsel. We will also welcome comment from the field as to the things needed to be done, and as far as practical will give you the help that you want.

"Our new prospectus is to be the most elaborate we have ever had. It will contain a complete analysis of our entire programme and an exposition of our business creed and house policy on merchandising and publicity. This was scheduled to be ready by November 1.

"Advertising has been defined as a part of organized salesmanship, and since the dominant force in salesmanship is service, the effort to make advertising serve—not only the consumer but the salesman and dealer as well—is a real test of its value. In this connection the biggest responsibility rests with the salesman. Without his constant use of proof sheets, prospectus and advertising talk in the daily work of selling, the money spent in advertising cannot yield 100 per cent of possible returns. The real salesman today sells product plus merchandising advice and ideas. It is easy to see why a dealer might pay such a man more money for a product than he would pay elsewhere and still be better off both in sales and profit, with a more permanent hold on his trade. When the value of service to dealers has once been demonstrated to a real salesman he is filled with ambition to do such work for all of his customers, and it is then that he sees advertising in its relationship to organized selling. Through our advertising, service is rendered to wholesale groups of customers and yet the salesman can by proper use of the various features of the programme make each dealer feel its special value in his particular store.

"Therefore, it is apparent that we have a rounded-out cam-

paign complete in detail in its application to practical sales work, extending a helping hand through its various divisions to consumer, dealer and, most of all, to the salesman. The very best salesman makes calls which are non-productive. An advertising campaign which will help increase sales as compared with number of calls, makes the salesman more valuable without increasing his labor. Advertising does the missionary work—the salesman 'closes' and builds business faster, better, and with more profit to himself."

Death of Mennen Company's President

Mrs. Elma C. Mennen, president of the Gerhard Mennen Chemical Company of Newark, N. J., and widow of the founder of the business, died at Newark, October 25. Since the death of Gerhard Mennen she has been the active head of the business, which will remain in the hands of the family as heretofore. Her son, William G. Mennen, who has been active in the concern for the past eight years, will assume the management.

To Advertise Chicago

The Advertising Association of Chicago, acting in conjunction with the local Association of Commerce, is planning a national campaign to exploit Chicago as a city of big business and as a summer resort. A committee has been appointed with Hugh Brennan as chairman to get in touch with city officials and manufacturers for the purpose of raising the appropriation for the campaign.

McMains Acquires Interest in Agency

Harry McMains, for the past two years in charge of merchandising plans and promotion for the Potts-Turnbull Advertising Company, Kansas City, Mo., is now with the Southwestern Advertising Company, Oklahoma City, Okla., in which he has obtained an interest. Formerly, he was advertising manager of the Kansas Flour Mills Company, Wichita, Kan.

Patman Resigns from A. N. A.

C. W. Patman has resigned as secretary and treasurer of the Association of National Advertisers to become secretary to the National Commission of the A. A. C. of W. John Sullivan has been elected as his successor. Mr. Sullivan has been office manager of the A. N. A. since last spring.

Have You Been Watching These Growing Figures?



TRADE MARK

Below are Collier's circulation figures as published in Printers' Ink since April—note the steady growth:—

905,000	—	May 4
911,000	—	June 1
911,000	—	July 6
914,000	—	August 3
919,000	—	September 7
932,500	—	October 5
942,500	—	October 12
941,000	—	October 19
941,000	—	October 26
946,000	—	November 2

Watch how the circulation figure
grows each week.

COLLIER'S
THE NATIONAL WEEKLY

Circulation 946,000 — and growing

NEW YORK CHICAGO BOSTON PHILADELPHIA

A National Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they may be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their positions because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago - New York

Philadelphia

St. Louis

Minneapolis

Buffalo

Milwaukee

Detroit

Why U.S. Rubber Is Advertising the Importance of the Industry

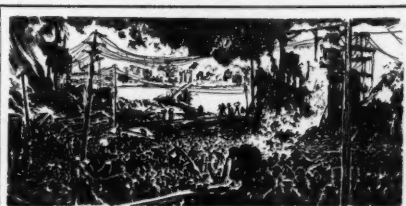
Teaching the Consumer That the Advertising Message Has Real Significance for Him

ONE of the hardest jobs which advertising is called upon to tackle is the job of conveying the importance of the message it has to deliver. Anybody who has ever undertaken the advertising of a product which saves time, or work, or affords protection to health, or limb, or pocketbook, knows how hard it is. "If the public really understood the value and the importance of our product we wouldn't have to sell it: customers would be standing in line at the factory door." More than one manufacturer has given utterance to such sentiments, with considerable truth. More than one invention of immense value has gone begging for years simply because its importance was not recognized. Many a concern, now grown great and prosperous, has had a bitter uphill struggle before it could persuade the buying public that its claims had any real significance to them.

How utterly dependent we modern folks are on our great industries! But do we appreciate the service they are giving us or realize what would happen to us if they were entirely wiped out? Most of us do not. We have an inkling of an idea of how important the corner grocer is in our lives. We may give the baker, the fruiterer, the butcher and other tradesmen some credit for being necessary to our pampered existence, but

we imagine that somehow we could manage to get along without them. But that is as far as the majority of us think. The great industries and businesses—steel, food, cement, clothing, oil, transportation, and publishing, to mention just a few—are seldom thought of as being an integral part of our lives, until a cataclysm forces the meaning on us.

In short, if the real significance of any important industry could be brought home to the public, its advertised claims would be assured of a more careful reading.



A Rubberless World

IMAGINE this world suddenly deprived of rubber! Fires, now quenched by the use of rubber-lined fire hose, would feast on cities.

Gardens would shrivel up.

More than half the wheels of industry would stop for lack of rubber belting. Engines and pumps could not be operated without rubber packing. Factories and mines would close down.

Think of the railroad disasters if there were no rubber air-brake hose! With the disappearance of air and steam drill hose, the digging of our building foundations and the tunneling of mountains could only proceed at the pace of the pick and shovel.

Without rubber gloves and rubber surgical instruments the surgeon would be badly handicapped. Sufferings, unsoothed by the ice bag and hot water bottle, would be unbearably acute.

This is a glimpse. Picture the rest. Imagine your everyday world abruptly set back three-quarters of a century! A startling thought—but one that need not worry you.

For in the last 74 years there has grown up a mighty rubber

industry, able to supply civilization with the rubber articles it needs. With this industry has grown the group of rubber companies which form the United States Rubber Company, the largest rubber manufacturer in the world.

From the 47 tremendous factories of the United States Rubber Company comes every kind of rubber goods humanity demands. It is a well-balanced output, embracing not only belting, hose, packing, mechanical and moulded rubber goods of every description, but also all styles of rubber footwear; canvas rubber-soled shoes; weather-proof clothing; tires for automobiles, motor trucks and all other vehicles; druggists' rubber goods; insulated wire; soles and heels—each in gigantic quantities.

The usefulness of the United States Rubber Company does not hinge on the continued demand for any one product. It grows with the increasing use of rubber for every purpose. And with that growth comes an increasing ability to furnish the quality, variety and quantity of rubber goods the public needs.



United States Rubber Company

COPY LIKE THIS LENDS EMPHASIS TO ALL ADVERTISING OF RUBBER GOODS.

And that is the real purpose of the campaign of the United States Rubber Company, now running—to *impress the public with the importance of the rubber industry*. True, competitors will benefit, but the company is big enough, and its range of products is so great, that it can afford to advertise the industry as a whole. In some respects the campaign is the most daring, and at the same time the most far-sighted, advertising which has been attempted within recent years.

"Imagine this world suddenly deprived of rubber!" runs the text of a full-page ad in mediums of the widest circulation, "Fires, now quenched by the use of rubber-lined fire hose, would feast on cities.

"Gardens would shrivel up.

"More than half the wheels of industry would stop for lack of rubber belting. Engines and pumps could not be operated without rubber packing. Factories and mines would close down.

"Think of the railroad disasters if there were no rubber air-brake hose! With the disappearance of air- and steam-drill hose, the digging of our building foundations and the tunneling of mountains could only proceed at the pace of the pick and shovel.

"Without rubber gloves and rubber surgical instruments the surgeon would be badly handicapped. Sufferings, unsoothed by the ice-bag and hot-water bottle, would be unbearably acute.

"This is a glimpse. Picture the rest. Imagine your everyday world abruptly set back three-quarters of a century! A startling thought—"

How that general copy is linked up with the business of the individual advertiser is a point worth careful attention. The United States Rubber Company, though it undoubtedly is helping its competitors to a certain degree, is not conducting a philanthropic enterprise. It is not only arousing interest in the magnitude of the rubber manufacturing business, but it also succeeds in showing what the seventy-five-year effort of the advertiser has done

in contributing to the bigness of the industry.

That story is being told in a series of advertisements. Full pages are used in a goodly list of magazines, weeklies, etc. One four-page insert, giving the story in its entirety, has appeared. Another of the advertisements was a spread, the border of which pictured thirty-four of the company's forty-seven factories. These buildings dot the northern portion of the eastern half of the United States. The copy told what these factories produce and gave data to show the size of the institution. How this spread resembles the advertisements of the old-timers, and yet with what a tremendous wallop it delivers its message!

TELLS OF INDUSTRY'S YOUTH

Another of the pages, while portraying the mammoth proportions of the industry, also shows how comparatively young it is. It tells about a Mr. Downs. Let us tell who he was in the words of the company:

"If you had lived in New Haven, Conn., back in the early forties, you would have seen Mr. Downs quite often.

"He used to go from one store to another with a basket on his arm.

"If you had looked into the basket, as he argued with the skeptical storekeeper, you would have been astonished to see queer shoes, made of a strange, new material. It was rubber.

"Mr. Downs was the first salesman employed by the first firm ever licensed to make rubber goods—a firm founded in 1842."

That little incident interestingly describes the origin of the present huge business, doesn't it? But history, instructive as it is, does not sell goods to-day. Here is how the company overcomes that objection:

"To-day, 6,500 Mr. Downses are required to sell the enormous volume of footwear developed by the United States Rubber Company during the last seventy-four years."

See how well those few words

link up the present with the past, and in one sentence visualize the magnitude of the organization. After telling that the company's output of footwear was sixty million pairs during the last twelve months, the advertisement goes on to say that the production of this class of goods is only one of the concern's many activities. Again how size is portrayed!

Now let us look at another of the pieces of copy in the series. It is calculated to make forgetful average-man-in-the-street realize how indebted he is to rubber. It is headed, "A Scotchman Started It," and goes on:

"On a dull, rainy day in Glasgow, many years ago, a Scotchman, wearing an odd-looking cloak, sauntered along in the drizzle.

"His good neighbors wondered what he could be about. Doubtless they thought him daft. Little did they know how much he was to add to the future comfort of the world. For this was the

first practical test of Charles Macintosh's discovery that rubber could be fabricated.

"Rainproof coats came into favor very slowly. Rubber was expensive, the wearing qualities of the rubberized fabrics of that day were poor, and the styles were hideous. The old caped 'macintosh' soon grew brittle and leaked.

"What an improvement to-day!

"The United States Rubber Company makes weather-coats of standard, well-proved, durable materials, tailored to satisfy every taste. Among them are weather-coats for all people and all services—from the light-weight garments that modish women wear to the heavy storm-coats used for hard work—or play."

The advertisement winds up by saying that the making of weather-coats is a great business by itself, but that after all it is only an insignificant part of the multiple activities of the advertiser.

And so the whole series runs,

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

telling about the huge strides the rubber business has taken since Charles Goodyear discovered the vulcanization process in 1839. The copy is well written, and is intensely interesting for its historical value alone. It has plenty of flavor, and the public is reading it. People have been made to realize the economic importance of rubber and incidentally what a large factor the United States Rubber Company is in the industry.

Last March PRINTERS' INK told about the adoption by this company of a super-trade-mark, consisting of a blue-and-white ribbon, which is to appear on the thousand or more products of this organization. This was the beginning of an effort by the rubber company to capitalize the good will of its many subsidiaries and make of it a great selling force for the benefit of the whole organization. The present campaign is a further step in that plan. It is a splendid illustration of what an unusual twist can be given to institutional advertising. It shows what can be accomplished with house or factory advertising that cannot be attained with product advertising. Of course, this institutional campaign is not taking the place of the various product campaigns. Advertising, as usual, is appearing in behalf of automobile tires, composition soles, rubber heels, footwear, clothing, packing, and the many other things that the concern advertises.

PLANS TO MEET INCREASING DEMANDS

The intense activity of the United States Rubber Company and of the several other aggressive companies in the industry is creating an unprecedented demand for rubber products. In the normal course of events, this demand should keep on increasing. There have been rumors about rubber shortages. Evidently, then, there is some question about the continuance of the supply of the crude material. What is being done to overcome this? How does the industry know that it

can go on creating new uses and aggressively promote the known uses, with the assurance that it will always be able to supply the demand? The United States people solved that question by planting their own rubber trees. Six years ago they bought 93,759 acres of land in Sumatra. Nearly half of this has already been planted with over five million trees. Over two and one-half million of these are being tapped. The whole acreage will eventually be cleared and planted. Fourteen thousand coolies are employed on the plantation. The company is now planning on owning and operating its own fleet of bottoms to carry the raw rubber from Sumatra, something as the United Fruit Company is doing with bananas. Thus the company is building for future generations. It is sure that the uncertainty of supply will never call a halt on its aggressive merchandising. In a statement not long ago, President Samuel P. Colt, of the company, said that every manufacturer in the business is announcing sales increases and it was simply a question of which one was progressing the more rapidly. "The consumption of rubber per capita to-day is more than twice what it was twenty-five years ago." He says that he expects to see it increase even more rapidly in the next twenty-five years. He could make this prediction with confidence because he knows what advertising is doing in expanding his market.

Meyer Back With Chicago "Examiner"

Norman B. Meyer, who left the Chicago *Examiner* to go with the Street Railways Advertising Company, and later joined the publicity department of Fredrick K. Bartlett, Chicago real-estate operator, has rejoined the *Examiner* in charge of the promotion and service department. H. L. DuLany, formerly with Young, Henri & Hurst, and more recently of the New York *Times*, has joined the paper's service department.

Chamberlain Leaves Special Agency

A. E. Chamberlain, of Knill-Chamberlain-Hunter, Chicago special agency, has withdrawn from the firm. No announcement as to the future has been made.

The HIGH QUALITY

of the CIRCULATION *of the*

New York American

THE AMERICAN naturally takes pride in the fact that its average daily circulation is the greatest circulation ever obtained by any morning and Sunday paper in the City of New York.

But The AMERICAN'S pride is not due simply to the enormous number of copies sold daily.

It is not the *QUANTITY* of its circulation which is the most gratifying feature.

It is the *QUALITY*.

The AMERICAN is bought and read by the intelligent, progressive element of the community.

The AMERICAN'S readers, as is proved by figures, number nearly one-half of all the registered voters in Greater New York.

The kind of citizens that read The AMERICAN are the men and women who think—substantial business men, clerks, skilled mechanics, professional men and other useful, intelligent, producing and buying classes—the backbone and sinew of our social and business life.

*Advertisements in The New York AMERICAN
are read by good people and appear in good
company.*

The exclusion of objectionable advertising represents a total of not less than \$2,000 a week, or in excess of \$100,000 a year.

Daily Net Paid Circulation Exceeds 350,000

Sunday Net Paid Circulation Exceeds 700,000

Great Power

RURAL TOWNS—10,000 population and under—comprise by far the Greatest Buying Power of America.

Your Product will find much smart and good company among the Advertisers in HOME LIFE, who have carefully investigated our Data, Circulation and Special Methods for securing wide distribution in the Small Town and Rural Field.

J. A. Lusher.
Advertising Manager

HOME LIFE

"The Small Town Family Magazine"

1,000,000 Circulation

RATE NOW \$3.50

PER AGATE
LINE

MEMBER AUDIT BUREAU OF CIRCULATIONS

ADVERTISING DEPARTMENT

PUBLICATION OFFICE AND PLANT
Ohio Street, corner La Salle
Chicago, Ill.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE
A. J. WELLS, Vice-Pres.
1182 B'way, New York, N. Y.
Tel. Madison Sq. 7551

In Towns Under 10,000 Population
—and Rural Communities

Must Trade-Mark Owners Serve Notice in Advance on Possible Infringers?

Question Put Up to Supreme Court in "Rex" Case—Many Leading Advertisers Join in Petition

Special Washington Correspondence

IS a trade-mark owner obliged, in order to maintain his rights, to advertise his claim in territory which he cannot hope to reach with his actual trade for years to come? Foolish question? Not a bit of it; it is so serious a question that the United States Supreme Court has agreed to consider it, on the petition of the United Drug Company, which has been joined by a long list of other prominent advertisers and trade-mark owners. The Supreme Court does not concern itself with trade-mark cases unless they involve questions of law which are of great importance as establishing precedents, and the mere fact that the Court has agreed to hear the case of United Drug Company vs. Theodore Rectanus Company shows that the question involved (roughly stated above) is of immediate and practical importance.

The importance of the case is further attested by the names of the concerns which joined with the United Drug Company in petitioning the Supreme Court to review the litigation so that the question might be passed upon by the highest authority: Thaddeus Davids Ink, Co., Inc., the Bon Ami Company, the Celluloid Company, Aeolian Company, Himrod Manufacturing Company, American Piano Company, Essex Rubber Company, L. E. Waterman Company, Packer Manufacturing Company, Andreas Saxlehner (Hunyadi Janos Mineral Water), Corn Products Refining Company, American Tobacco Company, A. G. Hyde & Sons, Carter Medicine Company, Wright Indian Vegetable Pill Co., Vapo Cresoline Co., Stanley Works, G. & C. Merriam Company, Samuel Cabot, Inc., Thomas G. Plant Company, Gillette Safety

Razor Co., Chester Kent & Co., The Estabrook Steel Pen Mfg. Co., Shefford Cheese Co., Warren Brothers Co., E. I. duPont de Nemours & Co., The Barrett Company, George E. Keith Company, Florence Manufacturing Co., Merck & Co., The Warner Brothers Co., The Hoffman-La Roche Chemical Works, Standard Milling Company, Churchill & Alden Company, The Pillsbury Flour Mills Company, Dr. Kilmer & Co., Waltham Watch Company and The General Fireproofing Co.

IMPORTANCE TO ADOPTERS OF NEW TRADE-MARKS

The petition, signed by the above-mentioned concerns, declares: "It is of the utmost importance to the undersigned petitioners and, we submit, to the general public, that the confusion which now exists in the law touching territorial limitations of enforceable trade-mark rights be clarified, to the end that those vendors who must follow the general course of adopting from time to time new trade-marks may be definitely informed as to the measures necessary to be adopted to secure adequate protection for their rights."

The case originally arose from the following circumstances: The United Drug Company, in April, 1911, purchased all rights to the name "Rex," from Mrs. Ellen M. Regis, of Haverhill, Mass., who had continuously used this mark on proprietary medicines since the year 1877.

Under the management of Mrs. Regis the Rex business expanded slowly, principally because of limited capital. In due course she developed markets in most of the New England States, New York, New Jersey, Virginia and even in Canada.

When the United placed the remedy on sale in Louisville, Ky., it bumped up against the local competition of a rival preparation sailing under the same trade-name. Thereupon began the controversy which now waits upon the U. S. Supreme Court for its finis.

HOW THE CONFLICT DEVELOPED

The situation well illustrates the possibilities of trade-mark duplication and confusion that exist in a marketplace so big as the United States—troubles that are multiplying under the mania for private branding—and emphasizes the need of definite court decisions that will clarify the rights of a manufacturer who makes a trade-mark known nationally or locally by means of advertising. In the present instance, each participant in the collision had no suspicion that there was not a clear track ahead. Until 1911 Mrs. Regis and her successor were ignorant of the use of the trade-mark "Rex" by the Theodore Rectanus Company, and, on the other hand, the Louisville manufacturer, although his use of the mark began in 1885, was equally ignorant until 1911 of the use of the word by Mrs. Regis or the United Drug Company. The U. S. District Court at Louisville which first considered the United Drug Company's complaint charging trade-mark infringement granted an injunction. The case was appealed, and the United States Circuit Court of Appeals, for the Sixth Circuit, reversed the District Court's decree, and in effect authorized both the United company and the Rectanus company to continue, as rival traders, using the same trade-mark in the Louisville market.

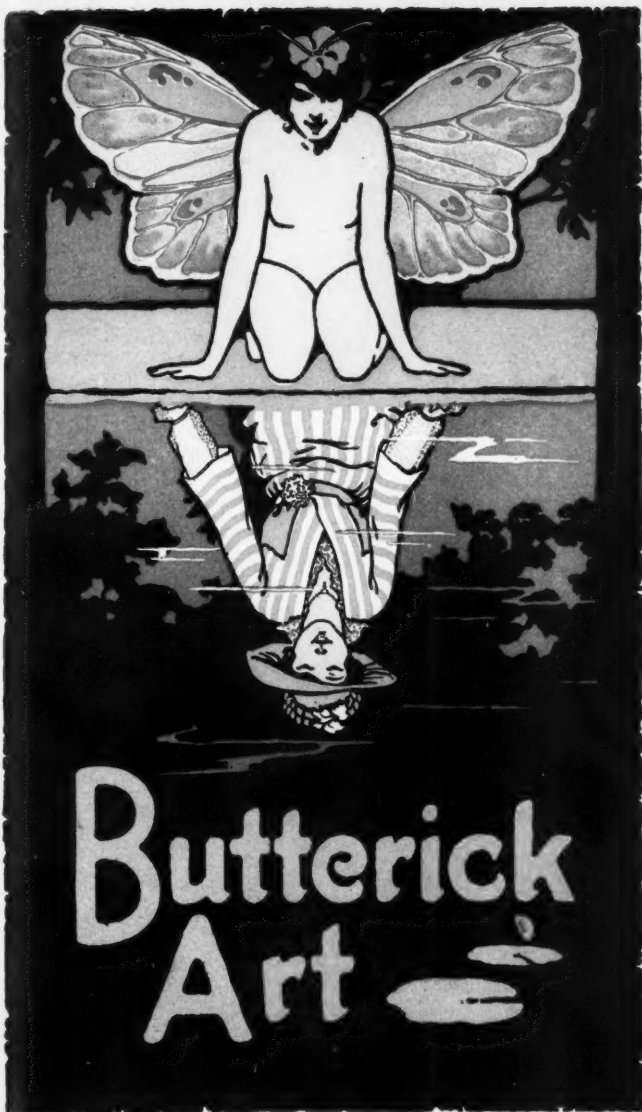
Referring to the competition which is sanctioned by the Court of Appeals' decision as it stands, the petition says: "In the present case the territory within which this competition may continue is comparatively limited. But the doctrine, if sound at all, must hold in cases where the defendants' territory is much larger, and where the body of the public threatened by the competitive uses

is much more numerous. A second unfavorable practical result of the doctrine is the confusion of trade-mark owners as to the methods which they must pursue in safeguarding rights which, starting in a small way, may become, by the expenditure of energy and money, of great value."

But particularly disquieting is the fact that the Circuit Court suggested that Mrs. Regis, the originator of "Rex," was guilty of some neglect toward the public and possible rival manufacturers, and that her trade-mark rights must suffer because of this supposed neglect; and indicated the further suspicion on the part of the Court that the growth of her business was abnormally slow and unnatural. In asking the Supreme Court to define the trade-mark rights which belong to the business man who is hampered by small capital, these petitioners are obviously fighting the battle of the small producer as well as their own.

Most important of all, these manufacturers ask a definition of the part advertising should play in establishing title to trade-mark property. "So far," they say, "no decision except that of the Court of Appeals in the Rex case has suggested any obligation on the part of a trade-mark owner to advertise his claim, by way of notice, in territory which that owner, because of the handicap of insufficient capital, cannot hope to reach with his actual trade for perhaps a number of years." On this score the large manufacturer, they disclose, has an interest equal to the small producer because they confess to being "wholly uncertain and confused" as to whether in adopting a new trade-mark they must protect themselves "by exhaustive investigation and advertisement." Does a trade-mark owner owe a duty to the public to advertise his trade-mark? is, in the last analysis, the big question that is being put up to the Supreme Court.

W. C. Van Bergen has left the Chappel Advertising Company, St. Louis, where he has been connected with the copy department. He has not announced his future plans.





CARL KLEINSCHMIDT,
THE RENOWNED FASHION
ARTIST, AT WORK IN HIS
STUDIO IN THE
BUTTERICK BUILDING



A SCENE IN THE BUTTERICK
ART DEPARTMENT

IN ITS simplified
quality of
ment appeal
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In addition
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Our Fash
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ments; othe
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TS similar activities, and the high
 quality of it, the Butterick Art Depart-
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adding commissioning many of the
 ry's lea-ists to draw for Butterick
 lines, studios contain scores of
 working sively for our publications.

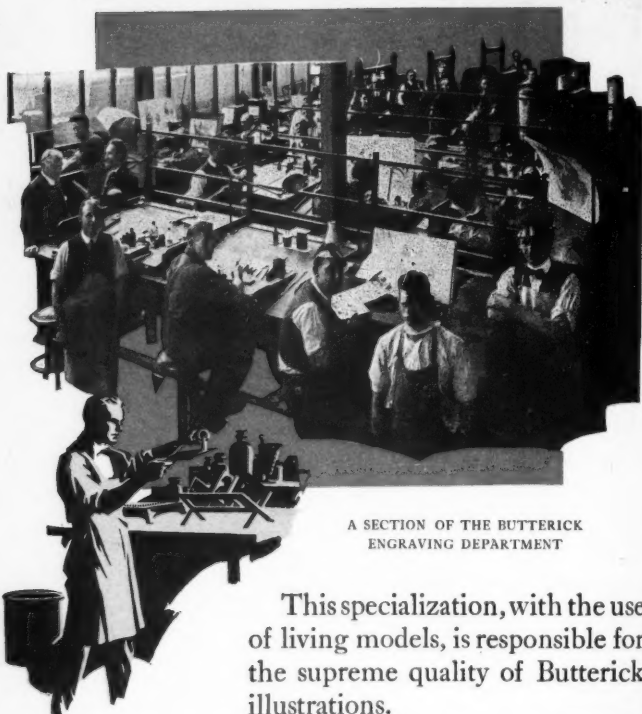
r Fashion Department, the largest and
 expensive world, is an organization of
 artists, some internationally famous.

n of our excel in posters;
 in columns; others do
 en's exclusively;
 mere texture of gar-
 others; others dress
 ries; and-lettering.



ONE OF THE PRETTY MODELS
 POSING





A SECTION OF THE BUTTERICK
ENGRAVING DEPARTMENT

This specialization, with the use of living models, is responsible for the supreme quality of Butterick illustrations.

When the drawings are letter-perfect, plates are made in our own Engraving Department, which is one of the largest and most highly specialized in the country. We employ, as finishers, several expert wood-engravers—a kind of craftsman almost extinct to-day.

In a publishing house the size of Butterick, drawings and plates must be scheduled and finished with military promptness. To accomplish this, when quality is always the first consideration, affords an interesting study in organization.

Visitors to our Art Department are always welcome.

The Butterick Publishing Company

Butterick Building

New York City

Are These Advertising Fallacies?

Writer Gives a List of Alleged Follies Which Correspond to the Effort to Square the Circle and to Discover Perpetual Motion

By Charles W. Mears

Advertising Manager, Winton Motor Carriage Co., Cleveland, O.

IN order that men might not forever engage in the pursuit of fruitless tasks, science began long ago to compile a list of fallacies, which list now includes some very well-known titles. For instance:

Squaring the circle.

The duplication of the cube.

The trisection of an angle.

Perpetual motion.

The transmutation of metals: alchemy.

The fixation of mercury.

The universal medicine, and the elixir of life.

From the example which science has set, it occurs to me that effective work in the advertising field might be increased by the compilation of a catalogue of advertising follies or fallacies, and I therefore propose, since a start must be made somewhere, that we begin with these three:

1. The idea that advertising is news.

2. The idea that advertising copy which excites admiration and wins commendation is good advertising copy.

3. The idea that advertising can ignore mental judgment.

PRINTERS' INK readers will have no difficulty in suggesting important additions to this list.

Now, without attempting to exhaust the reasons why these three fallacies need to be placarded and avoided in practice, let me offer a few observations bearing on them.

ADVERTISING AS DISTINGUISHED FROM THE THING ADVERTISED

1. The idea that advertising is news is both unscientific and misleading, because it fails to distinguish between the container and the thing contained. Advertising is a container: the thing contained is a *message*. A newspaper is not news. It may con-

tain news, but it is not itself news. A teapot is not tea. A gasoline tank is not gasoline.

Having distinguished between container and content, and having found the content of advertising to be a message, we have no difficulty in agreeing that the purpose of a message is to communicate something from one person to another. That something need not be news. It suffers no such compulsion. A message from one person to another may contain absolutely nothing but old, time-beaten expressions of love and affection, and still be a highly valued and effective communication. And it is possible to print communications (advertisements) about various commodities without including a single item of *bona fide* news. Indeed, some advertised articles are almost totally barren of news characteristics or elements.

Furthermore, if the purpose of advertising copy is to *move* readers to action, what need the advertiser care whether his advertising contains news or does not contain news, if it but accomplishes its end? Away with "advertising is news."

ADVERTISING SHOULD PAY, FIRST OF ALL

2. The idea that advertising copy which excites admiration and wins commendation is good advertising copy is one of the worst handicaps to honesty in copy-writing. It creates false valuations. If the purpose of advertising copy is to promote sales, that and that alone is the test of its worth. But so many elements enter into manufacture, distribution and sale that, in many cases, it is difficult to say definitely whether a piece of copy or, for that matter, an entire cam-

Copyright, 1916, by the Printers' Ink Publishing Co.

paign, is accomplishing its purpose. It is this fact that permits "clever" men to flourish in the advertising copy-field at the expense of able men. In the absence of definite information as to the effectiveness of a campaign, the advertiser himself is frequently only too willing to accept outside praise of his advertisements as evidence of their merit.

Yet the truth is that copy which attracts attention to itself is more likely to be bad than to be good. Copy that intrudes its cleverness upon the consciousness of the reader puts a barrier between the reader and the act the advertiser wants him to perform. Human life is so ordered that anything unusual draws attention to its superficial aspects and seldom to its cause or causes or to its purpose or purposes. And inasmuch as nobody ever pays attention to more than one aspect of a thing at any one time, the very cleverness of a piece of copy may blind the reader to the goods offered.

I am not trying to evade that ancient bromide that copy must attract attention. Sure it must. But when a tin can tied to a dog's tail attracts attention, does that attention greatly benefit the dog? Would you like to own a dog that associated with tin cans? Or, if you were looking to secure a dog, would you prefer one that hopped into your face with its wet tongue (showing superior attraction value), or would you desire a dog that, without doing a single clownish thing, commanded your admiration?

Advertising has only one reason for existence: it must aid in promoting the interests of the advertiser. If it do that, whether it be clever or "lovely" or bombastic or tin-cannish on the one hand, or quiet, self-renunciating and unobtrusive on the other, then it is good. The only admiration I want anybody to pay to my copy is that admiration which rings in on the cash-register. As I understand it, our ambassador to the Court of St. James's is a worthy ambassador only as he promotes our national interests at that court,

and not in proportion as he gets himself talked about. Away with advertising that obtrudes itself and gets itself praised elsewhere than at the cashier's window.

DECRIES COPY THAT IS FIRST OF ALL EMOTIONAL

3. On page 56 of *PRINTERS' INK*, dated October 12, I read: "You give her gas—the gear engages—the battle with gravity is on.

Picture flight as a dynamic struggle with the tugging, gripping, unseen muscles of earth called gravity . . . this invisible opponent . . ." These words are said to appeal to the emotions. But how are the emotions, or any one of them, to know about these words? You can stick a pin into a man's anatomy and he jumps without waiting to undergo any involved process of mental reasoning. But when your medium is words, and not a pin, what is your approach to a man's emotions but through the medium of his intelligence?

If you admit that, then you will also admit that a man's intelligence must know what you are talking about. This requires, first, that your words belong to the same language that the reader uses, and, second, that the words you use are included in the reader's vocabulary. Also, your words must be used in the sense in which the reader uses them. You may say the words, "fourth dimension," and I understand that you say "fourth dimension" in English. But inasmuch as the words, "fourth dimension," are a part of my vocabulary only as combinations of Roman letters, and not as symbols of anything I have ever experienced, or have ever mentally digested, you may continue to say "fourth dimension" to me as long as you like, and the effect upon me would be as strong as though you spoke Sanscrit.

The quoted copy refers to gravity as an "opponent." It is not an opponent in the sense I have always used the term, and at once I strike a snag, instead of finding a point of agreement with the copy-writer. To me

Lord & Thomas Creeds

No. 19. *Diplomacy*

The wheels of business, like all human cogs, need oiling.

Opinions differ, interests clash, pride is often ruffled. And friction retards progress.

The preventive is diplomacy.

Don't be arbitrary. The ablest men—who best can serve you—resent autocracy the most.

Don't be obstinate. Think how often other viewpoints have proved better than your own.

In advertising, the layman and the expert often disagree. But usually on non-essentials, due to different types of mind.

The expert errs when he contests a point which matters little. Life is all compromise. No one is always right. And contests, won or lost, leave scars.

Yield such things with a "thank you," and thus create desire for reciprocity.

The time may come when the dispute involves a principle with you. A point you can't concede. For no man, guardian of his own prestige, can knowingly share in an error.

Fortunate for you then if you have concessions to your credit. If you have stood for give and take. For men are fair in general. All they ask, among their equals, is a "fifty-fifty" deal.

This is the nineteenth of a series of business creeds to be published in *Printers' Ink* by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

gravity is a beneficent agency that keeps me from tumbling into space and helps me keep my feet on the ground, where I suppose human feet ought to be. So, I must confess that I read all this about gravity without experiencing a single automobile-desiring tingle in my armory of emotions: my mind simply will not let the words get by: my intelligence (such as it is) bars them out from the emotional chambers of my being. And when I reach another statement reading, "undreamed-of sparkle of fox-foot hours," my intelligence balks again and I am forced to confess my total emotional insensibility toward it. I think I understand what "sparkle" means, and I have a conception of "hours," but why the "undreamed-of"? Does especial merit attach to things that dreams omit? And as for "fox-foot," that compound is not only missing from my vocabulary, but it has yet to enter Noah Webster's.

ADVERTISING SHOULD APPEAL TO MENTAL JUDGMENT

So, summing it all up, "undreamed-of sparkle of fox-foot hours" is a combination of things with which I have never had the slightest earthly acquaintance, and, consequently, it gets no passport to my emotions from my intellectual monitor, stupid as that monitor may be. I am wondering if the idea is that since reason appeals to the intellect, unreason or non-reason must appeal to the emotions, inasmuch as intellect and emotions seem to be so widely different.

Seriously, though, anybody who has studied the processes of human thought and feeling must recognize that the only road to the emotions (for the printed word) is through the reader's conscious intelligence. That being so, no advertising effort can reach the emotions unless the words belong to the reader's language, are contained in his vocabulary, and are used in the sense in which he uses them. Away with the fallacy of verbal pin-pricking.

"Hudson Seal" Deludes Purchasers

NEW YORK, Oct. 4, 1916.

Editor of PRINTERS' INK:

Now that the winter season is coming upon us, may I venture to suggest that the common practise of miscalling fur goods—a practise followed in this city even by reputable firms—might be corrected.

You know as well as I do that all sorts and conditions of furs have been misbranded, even as foods were before the noble stand made for them by that doughty warrior, Harvey P. Wiley. But, should this condition be continued? Only a few nights ago, I asked a close friend to tell me what she understood "Hudson seal" to mean, and she promptly replied, "Seal from Hudson Bay"! Such is the faith of woman in the dealer she deals with, and he is too keen a business man to tell her anything different.

To-night's evening paper contains several advertisements of Hudson seal coats offered by reputable houses at prices ranging from \$125 to \$325. But none tells the prospective purchaser *what she is buying*. You know as well as I that the fur of the muskrat deodorized is the fur that the uninformed, or shall I say deluded, prospective purchaser may buy as *Hudson seal*, or perhaps the common *Hudson River* rat that can not live in Hudson Bay.

Moleskin, and Persian lamb that never saw Persia but may be of Persian extraction, are generally so called, then why in Hudson must the fur of the muskrat that never saw a seal be misbranded?

FRANK H. VIZETELLY,
Editor *The New Standard Dictionary*.

Canadians Want Dominion's Own Orders

A strong memorial has been prepared for presentation to the Canadian Government and has been largely signed by manufacturers, contractors and architects. It is an organized protest against the frequent action of the Government in awarding big contracts to United States firms while Canadian firms capable of handling the work have been ignored. The action of the Government in awarding the contract for the new Lindsay arsenal to Westinghouse, Church, Kerr & Company has aroused indignation because Canadians were not even permitted to bid on the work. The memorial was prepared by the Canadian Manufacturers' Association in conjunction with the Engineers and Architects' Associations.

L. D. Stocking With Agency

L. D. Stocking has joined Klau-Van Pietersom-Dunlap, Inc., Milwaukee. For a year past he has been advertising manager of the Safe-Cabinet Company, Marietta, O.



In their advertisement in *Printers' Ink* of October 19, N. W. Ayer & Son, in telling about the growth of one of their clients, a correspondence school, said: "Their original course in coal mining has grown to 280 courses, covering practically every field of specialized endeavor."

IT is because of that same trend toward specialization that one paper in the railway field, the *Railway Age Gazette*, has grown to five papers,

Railway Age Gazette

Railway Mechanical Engineer

Railway Electrical Engineer

Railway Signal Engineer

Railway Maintenance Engineer

Of the four that have been added, the first, the *Railway Mechanical Engineer*, specializes on mechanical department matters; the second, the *Railway Signal Engineer*, specializes on railway signaling; the third, the *Railway Electrical Engineer*, specializes on those electrical problems with which steam railways have to deal; the fourth, the *Railway Maintenance Engineer*, specializes on maintenance of way department matters.

The original paper, the *Railway Age Gazette*, covers every department of railroading; but it, too, is a specialist since it treats its several subjects from the viewpoint of the higher officers.

Each of the five papers has a separate and distinct audience; and each audience represents a tremendous buying power. Are you taking advantage of the opportunities that these five highly specialized papers afford?

Simmons-Boardman Publishing Co.

New York

Chicago

Cleveland

Washington

The *Railway Age Gazette*, *Railway Mechanical Engineer*, *Railway Electrical Engineer* and *Railway Signal Engineer* are members of the Audit Bureau of Circulations. The *Railway Maintenance Engineer* has applied for membership in the A. B. C.

Canada offers you a

—they Stand at the Top in Canada

TO get a convincing demonstration of the high place held by the MacLean business papers in Canada, read the matter in the accompanying panel.

There is little need to press home the point.

MacLean's Retailers' Newspapers are six in number:

The Canadian Grocer
(Weekly)

Hardware & Metal
(Weekly)

The Dry Goods Review
(Monthly)

Men's Wear Review
(Monthly)

Bookseller & Stationer
(Monthly)

The Sanitary Engineer
(Monthly)

THE four monthly papers rank with the weeklies as newspapers of service and value.

Being monthlies they cannot give current market figures as can the weeklies. They are strong as to style features, information as to new goods, selling plans, and so on; also they show the trend of markets in a thoroughly well-informed way.

MacLean's Retailers' Newspapers

are regarded as the chief—almost the only—means of communicating, through the agency of publicity, with the retailers they individually serve. All have *national* circulations, which circulations are practically exhaustive of the best retailers in each field.

MACLEAN NEWSPAPERS IN THE LEAD

THE Sixth Annual Report on Wholesale Prices in Canada has just been issued by the Dominion Government. The prices on various commodities are given in tables. In all, there are 242 sets of tables. Two MacLean newspapers, **CANADIAN GROCER** and **HARDWARE AND METAL**, head the list in the number of tables of prices given in the reports. The list of publications and the number of tables taken from each are as follows:

CANADIAN GROCER	60	Sets
HARDWARE AND METAL	49	"
<i>Toronto Globe</i>	37	"
<i>The Canada Lumberman</i>	12	"
<i>The Trade Bulletin</i>	12	"
<i>Maritime Merchant</i>	11	"
<i>Grain Growers Guide</i>	8	"
<i>Can. Pharmaceutical Journal</i>	8	"
<i>Northwestern Miller</i>	6	"
<i>Montreal Gazette</i>	6	"
<i>Manitoba Free Press</i>	5	"
<i>Pulp and Paper Magazine</i>	5	"
<i>Engineering and Mining Journal</i>	5	"
<i>Le Pris Courant</i>	3	"
<i>Canadian Mining Journal</i>	3	"
<i>Canadian Farm</i>	3	"
<i>American Silk Journal</i>	2	"
<i>New York Journal of Commerce</i>	2	"
<i>Le Moniteur du Commerce</i>	2	"
<i>Census & Statistical Monthly</i>	1	Set
<i>The Weekly Sun</i>	1	"

The MacLean Publishing Co., Ltd., Toronto, Can.
Montreal, Winnipeg, New York, Chicago, Boston, Cleveland, and London, England

...a great market

—if Canadian Factories, Foundries, Machine Shops and Ship- yards are your customers

then solicit them through MacLean's technical publications—

Canadian Machinery (Weekly)

The Power House (Monthly)

The Canadian Foundryman (Monthly)

**Marine Engineering
of Canada** (Monthly)

THESE are mediums of positive, demonstrated power. We can supply you with the most convincing evidence. Ask our advertisers—the leading manufacturers and supply houses in Canada and the United States.

In the case of *Canadian Machinery* a monthly EXPORT NUMBER is mailed to a select list of likely buyers in Great Britain, France, Russia, Italy, Japan, India, South Africa, Australia, etc.; and advertisers have written us to tell of business secured through their advertising in these export numbers.

ALL MacLean publications have *national circulations*, and are held in highest esteem by those whom they are designed to serve—this because they are strong editorially.

Business in Canada is at High Speed

The present, therefore, is a good time to solicit business in Canada. The demand for machinery of all descriptions is exceptionally active. Factories, Foundries, Machine Shops, and Shipyards are working to the extent of capacity. Labor-saving machinery is needed to replace men, and to save time.

Send for sample copies of any MacLean trade or technical paper in which you may be interested. See in it what you want to know about the character and strength of the medium suited to your publicity.

The MacLean Publishing Co., Ltd., Toronto, Can.

Montreal, Winnipeg, New York, Chicago, Boston, Cleveland; and London, England.



Freight Train vs. Pack Mule

One hundred years or so ago a horse and wagon or a pack mule was as good a way as any to deliver goods to what is now Chicago. Today the modern manufacturer uses 100-car freight trains. A few manufacturers however still cling to inefficient methods when they come to *sell* the goods efficiently *delivered* to Chicago. If they applied the same line of reasoning to their transportation problems as they do to their selling problems, they would use the little pack mule instead of the big freight train.

Strange as it may seem manufacturers seeking the Chicago market occasionally overlook these facts about it:

There are approximately 450,000 families in Chicago. The Chicago Daily News has a circulation of over 425,000, of which more than 92% is concentrated in Chicago and suburbs. So you can readily see that disregarding the non-English speaking, The Daily News is read by *very nearly every worth-while* family in Chicago.

And as The Daily News has a larger circulation, by over 90,000, in Chicago and suburbs than any other newspaper daily or Sunday, it is the *only* newspaper through which you can reach *all* these worth-while families.

The wise manufacturer uses the big freight train to *bring* his goods to Chicago and The Daily News to *sell* them.

Sales to the Navy

Whom to Write to in Regard to Specialties—How to Send Samples for Try-Out—Some Minor Requirements to Be Borne in Mind—Buyers Use Great Caution Against Inflammable Goods

CARBONA PRODUCTS COMPANY

New York, Oct. 21, 1916.

Editor of PRINTERS' INK:

I read with much interest in the Oct. 12 issue of PRINTERS' INK the article on sales to the Navy.

The article contained information of a very valuable nature, but the writer omitted the most important point; that is, where and how to get in touch with the proper authorities who would consider purchasing a commodity.

From our letter-head, you can see that we are the manufacturers of Carbona Cleaning Fluid, and we believe it of interest to have the Navy use our product.

Will you be good enough to advise me whether you can give me the information as above desired?

D. KORNFIELD,
Manager.

A LETTER addressed to the chief clerk, Bureau of Supplies and Accounts, United States Navy Department, Washington, D. C., will place our correspondent in communication direct with the only authority empowered to contract for specialties, etc., for use in the Navy. Supply officers at Navy Yards and purchasing officers on United States warships are privileged under certain circumstances to make some purchases direct, but such latitude applies only to what may be accounted "emergency purchases," and they are not allowed to exercise their discretion in stocking new inventions, patented specialties, etc.

Asked specifically regarding the chance of interesting the Navy Department in a cleaning preparation, the head of the purchasing division said that the Navy is always ready and willing to give a trial to any meritorious product, but, other things being equal, would prefer articles that fall within the scope of one or another of the department's standard specifications covering this class of commodities. As indicating the range of requirements, it may be mentioned that in this somewhat limited field there are

six different specifications (all obtainable on request), as follows: Specification 51P4a, for polishing paste; 51P1, for soap powder and scouring powder; 51P3, for cleaning and polishing powders; 51P5a, for liquid metal polish; 51S10, for soda ash, and 51P7, for crude potash, caustic potash and carbonate of potash.

THE PART PLAYED BY SAMPLES

An ideal method for the introduction of any specialty new to the Navy is found in the furnishing by the manufacturer of a sample for trial on shipboard. In the case of a brass polish the department has suggested that a sample of two or three pounds is sufficient, and in the case of other cleaning compounds, samples of not more than six pounds have been indicated, so that it will be observed there is no disposition to demand excessive samples. Samples should in all cases be forwarded to the Bureau of Supplies and Accounts.

Because a manufacturer of a newly introduced specialty does not choose to sample the Navy is no reason why the department will not try out his article. If a new product comes to be recognized commercially as a fine article, and the manufacturer has sent no free samples, the department may buy in the open market, but under such circumstances, as the chief purchasing officer expressed it, "The pressure must come from within the service and not from the manufacturer."

Frequently there are minor exceptions that must be taken into account in undertaking to sell the Navy. Take, for example, the matter of cleaning compounds, etc., to which attention has been directed. Inasmuch as it is claimed that "Carbona" will not burn nor explode, the discussion presumably has no application to this particular product, but the fact remains that dozens of cleaning preparations have been kept out of the Navy because the department will not risk placing on an ammunition-laden warship any composition that by any chance might prove inflammable. "Of

course," commented the skeptical purchasing executive, "all the manufacturers who have tried to sell us in the past have claimed that their specialties were non-inflammable, but our experience has been that this was not always the case."

Generally speaking, in lines where patented specialties come into competition with what might be termed standard remedies, the Navy Department must be "shown" pretty conclusively before it will take on a specialty. Purchasing officials have cited to PRINTERS' INK, as an example, insect powders. Scores of special branded insect powders have been offered to the Navy, but the inquisitive purchasing officials have found, so they claim, that in almost every instance the "base" was simply some standard ingredient which the Navy, in view of its large consuming power, can purchase more cheaply in bulk. —[Ed. PRINTERS' INK.]

Wants Libraries to Use Display Space

First, public libraries must advertise; and, secondly, they must put a strong human interest appeal into their copy. This was the advice of E. M. Jennison, editor of the *Fond du Lac Daily Commonwealth*, and himself a library commissioner, to more than 150 librarians at a State convention in Milwaukee. Libraries have followed the policy of giving lists of new books recently received to the newspapers for free publication, and only in rare instances have they advertised with display copy. Mr. Jennison's suggestion is now being considered by the State Free Library Commission of Wisconsin, and it is certain that the new plan will be given a trial in at least three or four of the larger cities.

E. W. Rankin Has New Appointment

E. W. Rankin, advertising manager of *Farmers' Mail and Breeze*, Topeka, Kan., has been appointed one of the secretaries of the Federal Council of Churches. He has been with the Capper organization for ten years.

O. B. Winters With Green Agency

Owen B. Winters has resigned from the advertising department of the Chalmers Motor Co. to join the Carl M. Green Company of Detroit.

Dignified Persuasive Copy Has Its Inning

"Sincerity Means More in an Ad Than Oceans of 'Pep'" — Example Cited of a Popular Department Store's Successful Use of Sincere, Courteous Form Letters

By G. C. Evans

Advertising Manager, Oppenheim, Collins & Co., New York

IN a recent article in PRINTERS' INK Charles Austin Bates slams all and sundry who write other than aggressive, do-it-this-minute copy.

May I say a word in defense of these knights of the pen who believe (with me) that a man is often *deterred* from buying by being ordered about, and often *persuaded* by being invited to buy with courtesy and tact?

According to Mr. Bates, the department store says, "Come early to make sure of getting yours."

Some department stores do and they "see their money coming in" — *sometimes*.

"The department store doesn't guess—it knows," he says.

But *do* they know?

The fact is that sometimes they do get results—and *sometimes* they *don't*.

But there are *other* department stores that do not order their customers about. They do not say "Come today" or "Send your order at once!"

They speak to them by well-bred invitation. They insist on the goodness of their goods—by statement, by inference, by subtle suggestion, and even by question.

And strange as it may seem, these stores are among the finest in the land. They are the stores one loves to serve and to be served by.

Punch is all very well—whatever it does really mean—for a certain type of customer.

To other customers—and they are not at all negligible—quiet, well-bred invitation appeals most strongly.

THE NEW ORLEANS ITEM

U. S. P. O. Statement for 6 Months ending October 1, 1916

Sunday 68,942
Daily - 55,365

This is the largest circulation ever shown by the NEW ORLEANS ITEM Sunday or Daily; is the largest circulation average Daily or Sunday ever shown by any newspaper in the New Orleans field.

The NEW ORLEANS ITEM has a greater circulation than any other afternoon newspaper south of the Potomac and Ohio Rivers.

Member Audit Bureau of Circulations

JAMES M. THOMSON
Publisher

ARTHUR G. NEWMYER
Business Manager



THE JOHN BUDD COMPANY
Advertising Representative
Burrell Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis



*Sent
on
Request*

ON OCTOBER 3, 1916, Gimbel Brothers were notified that their advertising could no longer be accepted by The New York Tribune—an incident that marks the latest development in this paper's finish-fight for truth in advertising.

Because Gimbels' annual advertising expenditure is large should have no influence on the truthfulness of their copy. Nor does the fact that their contract was one of the largest carried by The Tribune have any influence with this newspaper. We have a responsibility to our readers.

Mr. Samuel Hopkins Adams gave the facts in a powerful article published in The Sunday Tribune of October 22nd—one of the best he has ever written—one that will help advertisers realize just how resolutely The Tribune is living up to its motto.

A request on your letterhead brings you a copy in reprint form. The edition is limited.

New York Tribune

First to Last—the Truth: News—Editorials—advertisements
Member A. B. C.

These are educated folk—not bargain-hunters — people who know that you cannot get \$20 worth for \$16—who buy what they want at its fair price and from whose custom the merchant makes his legitimate profit.

They are the people that merchants wish most to appeal to—as any credit-man, any buyer or president will tell you.

Now, I have worked in a department store and have written all sorts of copy and have seen all sorts of copy written.

I have read ads that in the proof made the buyer's eyes shine with enthusiasm.

And I have known this same buyer, "on the day after, in the evening," call heaven and earth to witness that he was being ruined by poor advertising—and "what was the use of his buying good goods if he wasn't backed up," and so forth and so on.

Now what does the average man mean by punch?

Does he not mean an ad that points its finger at the public and tells the dear people to do this—and "do it now"? Regardless of the fact that a goodly section of the public resents this sort of thing.

Why not forget this "punch and pep"?

Why not tell your story instead sincerely and interestingly and leave your reader to convince himself from the very sportsmanlike manner of your appeal?

Why must he be bullied when he doesn't want to be, any more than you do—or I?

Here is a fact that speaks for itself.

There is a big popular department store not a thousand miles away from Broadway. This store has advertised almost exclusively through two papers of great combined circulation that reach largely the poor and middle classes.

It has uniformly "gone ahead" with this advertising and everybody has been happy.

A few years ago the credit manager started an unusual campaign of letters and circulars to his charge customers and prospective customers.

He wrote them letters and sent them—inside information about sales and new goods and so forth.

The letters were remarkable for one feature—they did not ask for business in an aggressive manner. They were couched in sincere, tactful and courteous language. They spoke of service and a great willingness to please. They were well-bred letters, free from "side."

And his business—the charge customers—in these three years has gone up by leaps and bounds, increasing to an astonishing figure, when last I heard from him.

Meantime the increase in the entire business of the house was only slightly above normal.

Which has proved on analysis that the store's business (outside of the charge business) was but fair to medium—was just "passing muster" in fact.

Now it is a fact that the vast majority of the charge customers of this store do not read the popular papers that carry the store's advertising. Therefore we get the result that the "punch and pep" advertising of this store did not work the wonders its advocates claim for it.

Does it, then, pay to put punch into an ad?

That depends altogether upon what punch is.

And nobody is quite sure whether an ad has the punch or not until the ad has pulled—or failed to pull.

Every ad that pulls has the punch—*everybody knows that much!*

Every ad that fails to pull lacks the punch—*everybody knows that much also.* (It is so hard not to be wise after the event.)

To my thinking, sincerity means more in an ad than oceans of "pep." Courtesy and tact, likewise. Truth, also.

Human interest and clear-cut, lively English without undue use of imperatives.

Somebody once wisely remarked: "Bargain advertising builds for today only; prestige advertising builds for all time."

And prestige advertising most often lacks the punch—as punch is generally understood.

Building Up a Live List of Names With One-Inch Ads.

Even the \$100,000,000 Corporations Use Little Advertisements to Gather in the Prospects

"**N**AMES cost you the business they don't produce—not the price you pay for them." This statement was made to **PRINTERS' INK** by an advertising man who had almost wasted 500,000 beautiful circulars because he had failed to appreciate the value of the right sort of list of farmers' names. Like a lot of other advertisers, he had the circulars printed and then looked about for somebody to send them to. He thought he had saved money when he found an addressing company that was willing to loan him a list gratis—provided he would give it the job of addressing.

How much better it would have been if this advertiser had built his campaign from the list up. Instead of spending \$10,000 to reach 500,000 farmers—of whom only a small percentage proved to be interested in fertilizer at the time—how much better it would have been if he had spent, say,

are unfamiliar to most advertisers.

As an example, take the twelve-line copy used by F. S. Burch & Company, of Chicago, in advertising ear-tags for the identification of stock. It jumps to the point, illustrates the tags, suggests a catalogue and closes with an offer



FIVE-LINE SPACE GETS LIVE NAMES FOR THIS ADVERTISER

of free samples. The same copy has run for three years with no essential change. To the casual reader the sole purpose of the ad is to sell ear-tags. But the company believes that if one shows a qualified interest in ear-tags, it's a dead certainty that sooner or later he will be in the market for the thousand and one other things needed in stock raising. Unlike a general list apt to contain vegetable-growers or a farmer raising only a few head of cattle, an inquiry for tags registers a live prospect and puts in the hands of the stockman a catalogue listing everything from ear-tags to gas-engines. In 1902, when the present company first started to advertise, a boy made the tags by hand. Now, however, in the fall and spring seasons, two automatic machines are required to keep the production of tags up with the demand through catalogue inquiries.

Another illustration of the use of small space to obtain responsive lists is the lilliputian ad of the Montross Company, of Camden, N. J., manufacturer of building materials. With five-line space and a telegraphic style of copy the company has a mailing-list that extends back over a period of twenty-five years.



THIS COPY HAS RUN THREE YEARS WITH PRACTICALLY NO CHANGE

\$3,000 for a mailing list of 50,000 "live" farmers, and then spent the remaining \$7,000 to sell them while they were in the market. Small advertisements, designed to bring inquiries from persons directly interested in the commodity to be sold, have built up such lists time and again.

Many prosperous concerns have been built and flourish on these small one-inch ads which so many large advertisers look down on. Hundreds of thousands of dollars' worth of goods are sold annually by these concerns—whose names

"Back
from the
Country"
by
James Montgomery Flagg
in Judge



Judge has by far the largest subscription circulation of any humorous periodical in the world.

Both subscription and newsstand circulation are steadily gaining.

In proportion to actual circulation, Judge has much the lowest rate in the humorous field.

Judge is the only humorous periodical to absolutely guarantee the quantity of its circulation—125,000 (at least 95% net paid), with Audit Bureau proof.

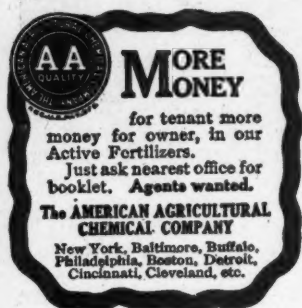
The kind of people who pay over \$600,000 a year for Judge is partly indicated by the fact that they pay us *five times* the average subscription price; but more by the contents of Judge itself.

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

But the use of small space for acquiring a mailing list is by no means confined to small concerns. Large corporations—to which large space means no strain on profits—find that they can profitably utilize small space in compiling active lists of prospects. The advertising of the American Agricultural Chemical Company, with a capitalization of \$100,000,000, is an example. With a space of twenty-eight lines and copy that is extremely concise, it dangles profit before the prospect, offers a booklet, and thus obtains an



AA QUALITY
REGISTERED

MORE MONEY
for tenant more
money for owner, in our
Active Fertilizers.
Just ask nearest office for
booklet. Agents wanted.

**The AMERICAN AGRICULTURAL
CHEMICAL COMPANY**
New York, Baltimore, Buffalo,
Philadelphia, Boston, Detroit,
Cincinnati, Cleveland, etc.

HOW A COMPANY CAPITALIZED AT
\$100,000,000 BUILDS UP A
MAILING-LIST

active list that could not be approached in economical responsiveness by broadcast circularizing.

It is not presumed in considering the particular purpose of these ads that an advertiser will forthwith cancel any reservations of two pages facing or back covers in color that have been prepared for the purpose of establishing prestige, building dealer-sales or creating consumer acceptance and demand. The use of small-space ads is treated here only for its purpose of accomplishing a supplemental but important object.

When it is taken into account that perhaps 2,000,000 farmers can be reached through a selected list of papers at a cost approximating \$100 the economy of small ads in raising an interested list of prospects to the surface suggests the

fallacy of using a broadcast list. In estimating the cost—which is the business it fails to produce—the question is, will a broadcast list pay?

Chicago Ad Club Seeks Small Merchant Members

A committee has been appointed by the Advertising Association of Chicago to bring into the club as members all small retail merchants who wish to learn more about selling and advertising from a scientific standpoint. The action follows a recent discussion before the club in which it was brought out that few of the smaller merchants actually know the terms on which they are making or losing money. Another problem to be worked out is the use of newspaper advertising by the thousands of small merchants who hesitate to advertise because of the fear of becoming buried by the page ads of a few of the larger merchants.

Chesman Appoints New York Manager

W. H. Henderson, formerly with the Curtis Publishing Company, has been appointed manager of the New York office of Nelson Chesman & Company, succeeding Herbert Durand, who is now manager of the service department of the agency, with headquarters at St. Louis. H. E. Pritchard is chief of the copy department at St. Louis. He was formerly with the Lesan and Federal agencies, New York.

Canada's War Expenses

An authority on finance has issued the opinion that the war has cost Canada only about \$47,000,000 up to date notwithstanding the fact that the expenditure for war purposes has been in the neighborhood of \$20,000,000 a day. The money has been spent in Canada with the exception of the \$47,000,000, and as the money is in the country the country must possess that wealth. The only difference is that it is held by different individuals.

John L. Tait Joins Ruebel-Brown

John L. Tait, formerly in the copy department of the Gardner Agency, St. Louis, and previous to that a member of the editorial staff of the Memphis *Commercial Appeal* has been appointed chief of the copy and service department of the Ruebel-Brown Agency, St. Louis. John L. Ellman recently joined the solicitation staff of the same agency.

"Up-to-Date Farming" Sold

The Equity Publishing Company, Indianapolis, has sold *Up-to-Date Farming* to the Up-To-Date Farming Company.

Hearst's Magazine

A statement of policy—being part of a memorandum from Mr. Hearst to Mr. Hobart.

HEARST'S MAGAZINE is the finest and most expensive magazine produced in the world. We have the best authors, the best artists; we pay them the highest prices; we tie them up with exclusive contracts; we print on fine paper; we strive for perfection in every form regardless of expense.

That we are succeeding in producing such a magazine is amply demonstrated by the way we are able to sell Hearst's Magazine. We are making every reader pay full price for it. We give no added inducements or in any way force its sale. We sell the big bulk of its circulation over the newsstand which means we succeed in keeping every reader sold every month, and still our circulation has increased more than 50% within the last year.

We must also make Hearst's Magazine the highest class publication as to its advertising. We must print no advertisements that critical advertisers could object to having their own copy next to. We must print no advertisements that we cannot guarantee to our readers.

The plans we have already discussed to make Hearst's more interesting to men, I want carried out. The building of a strong financial department will do much in this direction. We must pay particular attention to keep the magazine well rounded.

I want the whole magazine built for the future on the basis of worth.

W R Hearst

**The
Quality City
Circulation**

Hearst's Magazine

100% full-price-in-advance circulation.
No premiums—no clubbing—no cut rates.
A standard commodity sold on its merits.

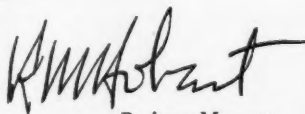
WE regard Hearst's Magazine as a business commodity, and we believe it is a valuable commodity—to our readers—to our advertisers and to ourselves—just in proportion as it is a definite, standardized commodity that can be handled and sold and used on a basis of *facts* and *specifications* instead of theories.

In selling Hearst's Magazine to the reader we sell *Hearst's Magazine*—as you sell shoes or soap or automobiles—because our readers want Hearst's Magazine and want it enough to pay us a fair and profitable price for it and it alone. We sell it no other way.

We also sell each number of Hearst's Magazine from month to month, just as you sell each unit of your product, because all are of standard excellence. To that end our newsstand sale is rapidly approaching 90% of our total circulation.

We believe in these policies primarily because of their effect on Hearst's Magazine—because they force us to produce consistently a better magazine—because they give us an accurate and constant check on reader interest that enables us to produce a better magazine.

We believe in them further because they enable us to offer a more definite, standardized and so more valuable commodity to the advertiser.



Business Manager.

**The
Quality City
Circulation**

Hearst's Magazine

Guaranteed circulation—guaranteed to advertisers as to amount, distribution, and quality. Every advertisement guaranteed to the reader.

Circulation

Hearst's circulation for November is 631,200 *net*—all *full-price-in-advance* subscriptions or *non-returnable* newsstand orders. Its circulation for October was 615,137. Its circulation for the last eight months has averaged 595,943—all on the same basis.

Reader Interest

Every copy of Hearst's is sold on its merits. We never "club" it or force its sale. We never offer premiums or cut prices. Almost 90% of its readers voluntarily select Hearst's Magazine each month on the newsstand at 15c from scores of other magazines at the same or a less price. There could be no stronger evidence that every reader buys every copy because he or she is interested in Hearst's Magazine.

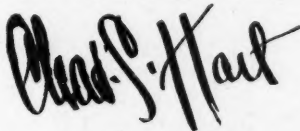
Kind of Readers

All Hearst's readers are men and women who are willing to pay full price of what they want—a big per cent of whom are also willing to take the initiative to get what they want. We will give you many further and more specific *facts* about them when we have completed a very comprehensive investigation, which is now under way, on our newsstand circulation.

Where They Live and Buy

69% of Hearst's circulation is in cities of 25,000 and over. It is our policy to increase rapidly this city circulation—to make Hearst's Magazine distinctively the quality magazine of the city and thus to offer advertisers the most concentrated homogeneous circulation where they have their best distribution.

**The
Quality City
Circulation**



Advertising Manager.

Hearst's Magazine

An organized market—600,000 families
15,000 Retailers who supply these families
Hearst's Magazine plus the Modern Retailer
sells your product to both.

ANY retailer is helped by advertising just in proportion as that advertising reaches his customers.

He is interested in your advertising and in your product just in proportion as your advertising reaches his customers.

Because Hearst's Magazine has an exceptionally large proportion of its circulation in cities of 25,000 and over—because it will continue to increase that proportion—it will reach more of each city retailer's own customers than do other magazines whose circulation is more scattered.

Thus the average city retailer will get the maximum of help from advertising that appears in Hearst's Magazine.

We are going to see that the average city retailer realizes this. We have taken over the Modern Retailer for this purpose. All its well-known prestige and influence with the city retailer will be put back of Hearst's Magazine and back of the products that are advertised in Hearst's Magazine.

Hearst's Magazine plus the Modern Retailer plus our special merchandizing service constitutes the most complete and efficient combination available for selling the national city market.

Manhacededs

Manager Merchandizing
Service Department.

**The
Quality City
Circulation**

Advertising to Keep the World's Central Fur Exchange Within Our Shores

New York and St. Louis Contend for the Upper Hand, Temporarily Lost by London, With the Farmhand and Country Boy as Storm Centers

By Henry A. Beers, Jr.

SOME inkling of the vast upheavals and great shifts now going on in the world market-centers as a result of the war is afforded by the fur situation. The clue to this fact was quite innocently furnished by a simple advertisement in one of the fur-trade papers, signed by the Raw Fur Merchants' Association, of New York. Behind it lies a story that starts back some 250 years ago, when the King of England granted the Hudson's Bay Company the sole fur-trading privileges of the North Country, on the condition that all its pelts should be brought to London to be sold.

Just now New York City is striving with St. Louis for the title of the world's fur center, and whichever should win, the United States bids fair to shift the hub of the fur commerce to its shores for all time. It is an advertisement fight, and it is advertising, in the writer's opinion, that must ultimately determine the issue.

The ante-bellum fur situation was somewhat as follows: Because of the conditions of the original Hudson's Bay grant, it followed that London became the natural raw-fur market, for dyers and manufacturers that wanted the best of the Dominion's heavy out-

put had to go to London town to view them or do without. A trade habit so established gets to be one of the world's most deeply rooted and stable institutions. Where the big buyers go, there go the best products. While for some years now the United States has been the heaviest single producer of such fur as skunk, opossum, raccoon, muskrat, etc., nevertheless the choicest furs from the United States were shipped regularly to London by collec-

New York The International Fur Market

—viewed from any angle this is the great, the incontrovertible fact in the world's fur trade. Trade currents are irresistible. The march of events that made New York the world's premier fur market could be no more stayed than could London prevent the financial pendulum from swinging to New York and resting there.

This new fact in the fur trade—**New York, the International Fur Market**—is neither theory, hope, expectation nor anything less certain than the fact itself; New York has the raw fur dealers, the fur manufacturers, the fur dyers, and, best of all, the world's greatest outlet for the manufactured product.

Shipping your pelts to any member of the Raw Fur Merchants' Association represents for you the acme of service in fair dealings, in prompt returns, in efficiency, in stability of prices and in reliability.

Address the **Raw Fur Merchants' Association** 46 W. 24th St.
Secretary New York

NEW YORK'S FIRST GUN TO ACQUIRE DOMINANCE AS A
FUR MARKET

tors; American buyers travelled annually and semi-annually across the water, only to bid for the products of their own land, and to fetch them back home again. It had to be so, for the cream of the fur trade poured into London. Some wise old king two centuries and a half ago had seen to this.

Now, while London was the dominant raw-fur mart, Leipzig, Germany, became the most important clearing center for manu-

regularly stated periods, and announcements of such sales were made in advance by the big houses. It so happened that in the early spring of 1914 the Leipzig manufacturers had bought heavily, and when London announced another of the customary June auctions, Leipzig factors protested, not having disposed of their holdings and fearing the disastrous results of a flooded market.

The American raw-fur dealers

Ship Your FURS to Funsten

Boys—men—experienced trappers—beginners—we need skins. Write for new price list on raccoon, skunk, mink, fox, muskrat and other furs.

We pay top prices and send money same day we receive shipment. Thousands send us their catch yearly because they get a square deal from Funsten on one pelt or a thousand.

Write for valuable FREE Trapper's Guide. Gives full instructions on traps, skinning, etc. Send for today. FREE.

FUNSTEN BROS. & CO.
1224 Funsten Bldg. St. Louis, Mo.



TRAPPERS

We will have some Big Specials to offer Fur Shippers throughout the coming Fur Season. It will pay you to get your name on our mailing list at once.

Your success depends on the Fur House you ship to. Start Right. Ship your first lot to us. Our returns will convince you. Write today for our free book, "Fur Facts," Price List, Tags and prices on Traps, Baits, Supplies.

The Trappers Fur House
ABRAHAM FUR CO.
69 Abraham Bldg. St. Louis, Mo.

BE WISE TRAPPERS



Remember this—we pay higher prices for your furs than any other house—and we charge no commission. Send us a trial shipment today—let us prove our claims to you. Our highest prices, liberal grading and fair dealings are made on the Fastest Growing Fur Market in America. Send for FREE Trapper's Guide, Best Game Laws, Catalogue of Trappers' Supplies—all SENT FREE with purchase of our great FREE GIFT to Trappers.

HILL BROS. FUR CO. ST. LOUIS, MO.
329 N. MAIN ST.

TRAPPERS WE BUY FOR CASH



And pay highest prices for Pine Fox, Mink, Martens, Rat, Lynx, Weasels and all other Furs, Mice and Ginseng. Best facilities in America. Send for Free Price List and Shipping Tags. No commission charged.

ROGERS FUR COMPANY,
Dept. 800 St. Louis, Mo.

ST. LOUIS IS BASING ITS HOPES OF BEING A PERMANENT CENTRAL FUR MARKET ON COPY OF ADVERTISERS LIKE THESE

facturing and dyeing furs. This was largely because of the vast market in Russia for fur goods, the bulk of which market was handled through Leipzig. Thus, while London was the auction-room of the world in furs, Leipzig, by virtue of its vast purchases in the London market, its huge Russian business, and its reputation as a dyer, became a factor in the fur trade scarcely less important than London. "Leipzig-dyed" has been for years a by-word for quality in furs.

It was the custom in the London market to hold auctions at

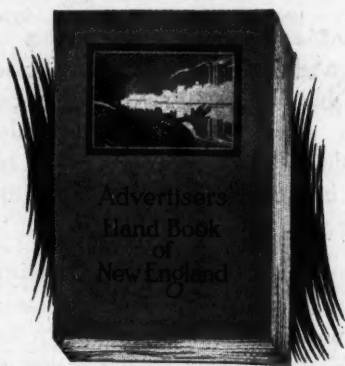
and manufacturers, however, wanted the sale to go on as per programme, and one of the largest of the London auction houses announced that it would go ahead. Whereupon Leipzig served warning that it would refuse to buy. Thus things stood at loggerheads when the war suspended operations automatically.

But the American raw-fur dealers and manufacturers caught the point of the deadlock as it affected them. Why should the American market, now big enough to form an important factor in itself, remain subject to

New England

—A Volume Worth Owning

There are HUNDREDS OF REASONS why every keen Manufacturer, Sales Manager, and Advertising Manager should possess this book—150 pages—each page a mint of information.



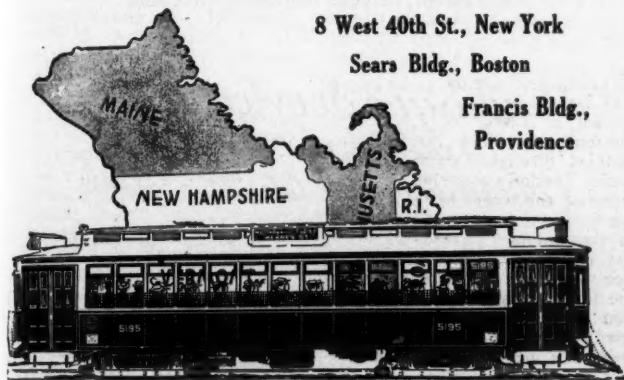
Every one of these REASONS is in the book itself—
Please make the request, on business letterhead.

Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg.,
Providence



STREET CAR ADVERTISING ALL OVER NEW ENGLAND.

GAIL MURPHY will be in charge of the Cleveland Office of Hoyt's Service, Inc., effective November 1st.

Mr. Murphy brings to our clients in the Middle West an unusually broad merchandising and advertising experience. He comes to us from the Chalmers Motor Company, where he has been Advertising Manager for the past year.

Prior to that, he was Advertising Manager of the Art Metal Construction Company and was associated with the Burroughs Adding Machine Company as Chief of Division of System Service.

Mr. Murphy will be glad to explain our method of making a study, plan and exhibit of your marketing problem.

Hoyt's Service, Inc.

Charles W. Hoyt, President

Advertising and Sales Management

116-120 W. 32nd St., New York

Cleveland, Leader Building

Boston, 14 Kilby Street

foreign domination and contentions? The war furnished the opportunity to make a comprehensive effort to swing the tide back to our shores, or rather to keep much of it at home, where it belonged in the first place.

But the scene of action has only been shifted. To-day we find two great American cities striving for dominance in the field—St. Louis and New York. And it is one of the quirks of life that the center of action to determine a great commercial question plays about the humble hired man on the farm and the country boy. In how great measure these latter shall be induced to ship the results of their trapping either to St. Louis or New York depends somewhat the outcome of the struggle.

To the best of our knowledge, St. Louis at the start gave promise of landing the coveted prize. For some years it has been the country's principal raw-fur center. In many ways St. Louis presented the logical American market, as against New York. Many more fur-bearing animals are trapped within a radius of 150 miles around St. Louis than in twice that radius around New York, with the sea at its side. Moreover, St. Louis' immediate market, as St. Paul, for example, contains some of the largest individual fur manufacturers in the country; houses like Gordon & Ferguson, the Lanpher-Skinner Co., McKibbin, Driscoll & Dorsey, Inc., E. Albrecht & Son, and the Slawick Fur Co.

Against this New York claims the greatest fine-fur market in the world, some of the finest fur-style creative establishments this side of Paris, and an almost overwhelmingly greater percentage of individual dealers, manufacturers, dyers, etc., of the country. As a matter of fact, New York is by far St. Louis' greatest single customer, yet hitherto New York buyers were not privileged to buy direct in the St. Louis market.

Certain of St. Louis' largest raw-fur dealers had established the following situation: They let it be known that if their city

were to gain the dominance it sought, it would be necessary to furnish some incentive to trappers and collectors to ship their furs to St. Louis. The simplest and best way would be to advertise to and offer them much the best prices. A situation came about whereby these big houses were enabled to guarantee the local dealers the exclusive opportunity to attend the big collectors' private auction sales, held regularly at definite intervals, to which no outsiders were admitted. Outside buyers had to buy of local dealers who had attended these private sales. Moreover, the local industry received the close co-operation of the banking interests, and the smaller dealers were enabled to buy heavily at these private sales, giving their purchases as security. In all the advertising of the local raw-fur dealers to trappers, St. Louis was featured as the world's greatest fur market, where the highest prices are paid, and in the price-lists sent out to trappers the prices considerably topped those of New York.

And the flood of furs did actually flow St. Louis' way. New York dealers admit that the heavy advertising of the St. Louis dealers created this situation. It became so that if a New York buyer wanted a large quantity of a certain fur, and wanted it quick, he must travel to St. Louis, where he was practically certain of finding just what he sought in the desired quantity.

NEW YORK MAKES A BID FOR SUPREMACY

New York dealers and manufacturers were not blind to the situation, but while the New York business in the aggregate is very large as compared with the rest of the country, as a local interest it could not begin to compare in point of size with, for example, Wall Street, the great real-estate interests, or the cloak and suit industry. The fur business in New York City was a veritable baby sister, and as such has hitherto not been able to gain the financial support that the tra-

has enjoyed in St. Louis, where furs have been recognized as a leading industry.

Nevertheless, some of the more active of the raw-fur dealers got together and formed an association for the purpose of swinging the pendulum New York-ways. From private subscription, for two years they, too, have been conducting an advertising campaign in trappers' and farm papers, aiming to prove, once more, to the

looks to to turn the tide permanently, not only from St. Louis, but to keep New York the perpetual fur-exchange center of the world. It is a fact that foreign buyers have been crossing the water and travelling to St. Louis since the war. If some opportunity were afforded them of buying advantageously in New York City, the local dealers figured this news would act as a magnet for the country's raw supplies. Con-

sequently, there was formed within the year in New York an organization that was widely advertised to the trade as the New York Fur Auction Sales Corporation. This organization is now holding regular periodical auction sales of furs in New York City. Its first sale in January, 1916, was heavily attended. It has had one pointed result: when the news of its coming spread, St. Louis last fall held its first open auction sales of furs since the European war started.

There is another significant fact about this auction company, or clearing-house, and that is, that many of its members are the American representatives of Leipzig houses.

Whether London is able to regain its position by reason of the Hudson Bay situation after the war, or whether the immensely influential American market, coupled with Leipzig's co-operation, gets used to buying at home, remains to be seen. The struggle for international and domestic dominance presents an interesting problem. Some more paid publicity than has been used on the subject to awaken local pride and to secure more active local support in the effort would undoubtedly aid either one of the cities in a worthy struggle.



MOVING the FUR CENTRE ACROSS the OCEAN

New York has become the new fur centre. While the fur-bearing animal does not know it, this is the heaven where his skin will come after he dies. If he is a good fur-bearing animal, with a very rich coat, his coat will become the coat of some very beautiful woman—an interesting transmigration which the woman does not know enough about—so we must tell her.

Must you go to New York to buy your furs? No, you can buy them in New York City. The fur-bearing animal does not know it, this is the heaven where his skin will come after he dies. If he is a good fur-bearing animal, with a very rich coat, his coat will become the coat of some very beautiful woman—an interesting transmigration which the woman does not know enough about—so we must tell her.

The fur-bearing animal does not know it, this is the heaven where his skin will come after he dies. If he is a good fur-bearing animal, with a very rich coat, his coat will become the coat of some very beautiful woman—an interesting transmigration which the woman does not know enough about—so we must tell her.

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JAECKEL & SONS

American Leading Furriers

(Light House West of Fifth Avenue—No Connection With Any Other Establishment)

A NEW YORK FURRIER'S ADVERTISEMENT WHICH CARRIES OUT THE THOUGHT OF THE MAIN CAMPAIGN

hired man and the farmer boy, that New York is his logical market, the present Mecca of foreign buyers, and that, pelt for pelt, he will get the best average prices in New York. This advertising is done by the Raw Fur Merchants' Association of New York, Inc. Such members of the association, moreover, as advertise for themselves, harp on these themes in all their copy and the price-lists they send out, for the association's benefit as well as their own.

Another important element has just recently been injected into the situation—one that New York

Let Us Help You Solve Your Boston Sales Problems

Ask us to make a local trade investigation—to give you a comprehensive outline of the Metropolitan Boston market.

We will send you a report brimful of facts regarding the sale of commodities similar to yours—facts regarding dealer and consumer conditions surrounding the sale of *your* product.

The Merchandising Service Department of the Boston American

is at your service. It will help you solve your Boston sales problems—give you facts regarding the local attitude toward your product, your sales policy and your advertising.

Send along your letter of inquiry—or ask your Boston salesman to call for detailed information regarding this department—you will be interested.



New England's Greatest Home Newspaper

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building



Mr. Louis Wiley, Business Manager of The New York Times

STREET & FINNEY as seen by leaders in advertising

"IN the initiation as well as skillful and thorough execution of commanding newspaper advertising campaigns the firm of Street & Finney is easily among the leaders."

Louis Wiley

No. 15 of Series.

As

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Associated Business Papers Hold a Big Experience Meeting

For Three Days the Publishers Discuss Their Problems in New York—Interesting Stories of Advertising Successes Achieved Through Use of Their Columns—A. A. Gray Re-elected President

FRAMED in an exhibit of advertisements that have been successfully used in trade and technical publications, the Associated Business Papers, Inc., held its annual convention at the Hotel Astor, New York, on Thursday, Friday and Saturday of last week.

The keynote of the meeting was "Accomplishment." Those who were invited to speak were asked to base their remarks upon their own experiences. A. C. Pearson, of the *Dry Goods Economist*, chairman of the Convention Committee, in welcoming the members to New York, emphasized this fact when he said: "This is to be a convention of accomplishment, and in this respect it will differ from many others that have been held in the past. You will not listen to a lot of generalities and theories, but to the presentation of results that have been achieved in the trade and technical press field."

PRESIDENT'S ADDRESS

In his annual address, A. A. Gray, of the *Electrical Review* and *Western Electrician*, the president of the Associated Business Papers, outlined a comprehensive plan that has been adopted by the Executive Committee for developing the work of the organization. This includes the employment of an executive secretary, Jesse H. Neal, who has already been engaged and has opened an office in the Candler Building, New York City, who will prepare statistics covering advertising in every industry and its relation to the efficient and economic advertising service possessed by the publications devoted to those industries. This information will be issued in booklets, in the form of an illustrated lecture, and in a portable exhibit of posters and charts presenting a graphic analy-

sis of the advertising service rendered by these papers. The booklets will be distributed among present and prospective advertisers and advertising agents. The lecture and exhibit will form a part of a coherent campaign of publicity. It is estimated that this work can be carried on at an annual expense of \$15,000 a year.

O. C. Harn, of the National Lead Company, chairman of the National Commission of the A. C. W., explained the functions of that body and briefly outlined the ways in which it could help the Associated Business Papers. "The National Commission," he said, "is a stimulator of co-operation. It brings together in an intimate way the representatives of the several departments and gives them an opportunity to talk over matters of vital importance. It is a promoter of co-operation and helps business men better to understand each other. It can be of great service to your own organization if you will give it your hearty support."

Following Mr. Harn came four short addresses upon the subject of "Ideas and Ideals." James H. McGraw, of the McGraw Publishing Company, New York, the first speaker, said that opportunities for development were never so numerous and never had the business papers been as strong financially and ready to meet the problems of the hour.

H. M. Swetland, of the United Publishers' Corporation, said:

"A contract with an industrial publication for advertising space has become an obligation on the part of the publisher to make the investment of the advertiser show a profit.

"The industrial press has it in its power to render a far greater service to its respective industries than has ever yet been

achieved. If class publications are eventually to occupy the dominant position in the publishing field to which they are entitled, every word of unjust criticism adds to the time when this result can be achieved. The great problem is to get our values squarely before our customers. Every effort should be put forth in this direction."

Allan W. Clark, of the *American Paint and Oil Dealer*, St. Louis, said that the industrial press had the greatest opportunity to render the public a real service.

THE FIELD FOR CONSTRUCTIVE DEVELOPMENT

E. A. Simmons, of the Simmons-Boardman Company, New York, made an interesting talk. "If we are sure," he said, "that our respective plants are being operated most economically and efficiently, which means clean columns and walls as well as up-to-date machinery, so that the kilowatt output is not only within the limits of every possible subscriber, but a real necessity to the manufacturer who would prosper, let us employ a live sales force capable of producing a lot of remunerative contracts. We have a real story to tell. In our advertisements we would point out the tremendous possibilities of the territory we serve. With data easily obtainable we would not only attract new industries and thereby serve a double purpose, but we would also put new thoughts and life into many of the industries which are now but small consumers."

"The Business Value of an Advertising Education," was the subject of a suggestive address delivered by George Burton Hotchkiss, director of the Division of Advertising and Marketing in the New York University.

The first half of the first afternoon session was devoted to "The Electric Melting Pot." It was on this occasion that the editors had a chance to present their ideas upon a number of subjects relating to their departments. W. H. Ukers, of the *Tea and Coffee*

Trade Journal, New York, who presided, gave a ten-minute inspirational talk on the mission and service of the business press. He then introduced David Beecroft, of the *Class Journal Company*, New York, who spoke on "Getting the News." Mr. Beecroft asserted that good news was just as important to the business paper as the cartoon is to a wide-awake morning or evening daily.

John Clyde Oswald, of the *American Printer*, in speaking on "The Educational Function of Types," referred to the efforts that are being made by the newspapers to reduce their consumption of news-print.

"In cutting down consumption," he said, "many publishers are setting their papers in six-point instead of eight-point type. It is a bad practice, for it puts a strain on the eye that is unnecessary and harmful. What they ought to do," he continued, "is to cut down the number of papers."

C. W. Price, of the *Electrical Review and Western Engineer*, in the course of his paper on "The Elements of Editorial Greatness in Technical Journalism," said:

"As an illustration of what I believe to be the duty, as well as ambition, of a technical editor in the face of the announcement of a new and revolutionary achievement, the following occurred in my own experience, when it was cabled from England that Marconi had signaled by wireless telegraphy from Poldhu, Wales, across the Atlantic to the Canadian shore. There was at that time considerable skepticism, as all will remember. The technical editor of the *Electrical Review* at that time was Charles Tripler Child, and I remember well his remark the morning the press announced the success claimed for wireless telegraphy, that he believed Marconi's statement was true and that the experiments Marconi had been making and which he (Child) had been carefully following and, in his own way, testing, made it possible for the message to have been sent and received. Mr. Child's favorable editorial appeared the next day



On

 Boston
University

His Majesty's Service

Given a large appropriation, it is not a difficult matter for a good Agency to make a success of an advertising campaign—when the appeal is to the masses.

Our case was quite the reverse when we were called in to act "On His Majesty's Service" and with a very moderate appropriation bring the manifold advantages of Nassau-Bahamas as a winter haven to the attention of bankers, lawyers, men of affairs and makers of "big business"—a class generally acknowledged to be the hardest to reach by advertising.

How well our advertising hit its mark, the immense number of letters received from men of international fame, shows indisputably.

And the result? Three months before the 1916-17 season opens, steamship and hotel bookings indicate that Nassau-Bahamas will enjoy a patronage this Winter, undreamed of three years ago.

Isn't there a moral here for the advertiser with a modest appropriation?

"Watch Atlas"

**Atlas
Advertising Agency**

INCORPORATED

NEW YORK CITY



Service First

FROM A UNIVERSITY IN NEW YORK TO A CHAIN OF STORES IN ARIZONA

THE DIRECTOR of the Library School of a New York university recently wrote that he refers to our house-organ "*Paragraphs*" as a source of information for the use of his class in library printing.

The advertising manager of a million dollar chain of stores in Arizona dropped in to visit the "*Paragrapher*" a few weeks ago and to thank him for an article which had been valuable to him in connection with his own house-organ.

The reason for the popularity of "*Paragraphs*" is that it truly represents the spirit of

WHITAKER PAPER SERVICE

To help the advertiser and the printer; to furnish valuable suggestions and information relative to the selection of the right paper for every purpose; to give prompt and efficient deliveries at lowest possible freight charges; to make the name Whitaker a synonym for service; such is the Whitaker idea.

You will find this idea underlying all Whitaker branches and animating all Whitaker representatives. It expresses itself in cooperation with the printer as well as with the man who buys printing. It is yours to command.

THE WHITAKER PAPER COMPANY CINCINNATI, OHIO

Birmingham, Ala. Detroit, Mich. Atlanta, Ga.

BAY STATE PAPER CO. DIVISION . . . Boston, Mass.

SMITH-DIXON DIVISION Baltimore, Md.

New York Office—Fifth Ave. Bldg. Chicago Office—Peoples' Gas Bldg.

at the risk of being scoffed at, and was taken up by the Associated Press and other press agencies of the world and cabled everywhere; and, in all modesty, I may say it stamped Marconi's statement as the truth, and future events soon established it as a fact."

Floyd W. Parsons, of the *Coal Age*, New York, spoke on "Getting the Human Element into the Editorial Pages."

"Successful Circulation Plans" was the subject of four interesting talks. M. C. Robbins, of the *Iron Age*, who opened the discussion and acted as chairman of the symposium, remarked that it was with extreme gratitude that he could say that the publishers of technical and trade publications had finally been converted to a belief in a wide-open statement of circulation methods. "The tangible evidence of this statement," he continued, "is abundant. In the first place, there are 119 trade and technical publications members of the Audit Bureau of Circulations. There are about 200 members of the local trade press associations of the country, all of whom have adopted the standards of practice, one of the principal articles of which is full and truthful statement of circulation. And, finally, this National Association of about 100 members reorganized and stands here to-day a new association, founded upon the rock of truth in circulation statement."

W. D. Gregory, of the David Williams Company, New York, in discussing the "Collection of Delinquent Subscription Accounts," said that only two things can now be done—either secure the renewal remittance within a specified time or drop the subscriber altogether. The alternative of "carrying" the subscriber for a prolonged period has been entirely eliminated. The plan that had worked best on the publications with which he was connected was to send a number of letters, all cordial in tone, and if these do not bring the desired response to turn over the accounts to a collection agency. In twelve months from forty-two per cent to sixty-one per cent of the de-

linquents paid up, and from sixty per cent to eighty-one per cent continued. During eleven months \$10,632.21 was thus collected.

FRIDAY'S PROCEEDINGS

The sessions held on Friday were devoted to advertising. In the morning H. E. Cleland, of the McGraw Publishing Company, presided, the general subject being "Stories of Successful Campaigns in Business Papers." Harry E. Taylor, of the *Dry Goods Economist*, told how the Clark Textile Mills, manufacturers of silk gloves, became the largest distributor of silk gloves in the country. When they started advertising the mills were running on two-thirds time at half their productive capacity. The campaign was designed to interest the jobbers and their salesmen. Its success was so pronounced that within a comparatively short time the company was selling all the goods it could produce.

C. A. Tupper, of the *Mining World*, Chicago, in speaking of the enormous force which technical advertising exerts on modern industry, cited the experiences of a number of manufacturers in Milwaukee and vicinity.

One of these stories related to the experience of the Allis-Chalmers Company. In 1907, in reducing expenses because of the panic, the company decided to cut out entirely the advertising of its sawmill machinery. No change in the volume of business was noticeable for six or eight weeks. In about ten or twelve weeks the department discovered that a number of contracts for sawmill equipment had been given to rival concerns, of which their own salesmen knew nothing.

One of these was for a new mill in Arkansas. The salesman who covered that territory and knew the owner well called upon the latter and asked why he had not been notified that he was in the market for sawmill machinery.

"Why," replied the lumber man, "I thought your company had discontinued its sawmill department. When we decided to buy machinery and looked for the adver-

tisement of the Allis-Chalmers Company relating to sawmills in several of the trade publications and couldn't find it, I therefore concluded that your people had gone out of the sawmill-machinery business and I gave the order to one of your competitors."

The company saw the light and at once resumed its advertising of sawmill equipment in all of the trade publications in its field.

W. J. McDonough, of the *Dry Goods Reporter*, Chicago, related the story of two young men engaged in the hosiery manufacturing business in Philadelphia. Both their father and uncle are also manufacturers of hosiery. Mr. McDonough interested them in trade-marking their product and a small contract for advertising was secured.

On a later visit he laid out for the young manufacturers a campaign aggregating \$3,600, which was to be spent in two dry-goods publications. The campaign started in June, 1915, and the results have been very satisfactory. Not only have the manufacturers been able to keep their plant in full operation, but they have been able to induce sixty jobbers to accept the goods under their own trade-mark. Sixty per cent of their output is now bought under their own trade-mark, a result that has been accomplished in eighteen months. The advertising investment involved is about \$50 per jobber.

The address of Henry Lee, of the Simmons-Boardman Company, will be found in this issue.

W. H. Taylor, of the David Williams Company, New York, told of his experience when managing a Chicago trade-paper. He worked for some time on a manufacturer to induce him to advertise. The latter refused to be persuaded. He said that a booklet containing hints to managers of power plants was worth all the trade-paper advertising in the world. He had 700 copies on hand at the time and sent them free on application.

Mr. Taylor had a photograph made of the cover of the booklet and reproduced it in his paper,

together with a notice of its contents. A few days after its appearance the manufacturer called him down for what he had done. "I have had 3,600 requests for those booklets in three days and they are still coming in. We don't know what to do with them." The manufacturer was so much impressed with the pulling power of the trade-paper that he gave Mr. Taylor a contract for advertising.

THE AGENCY SESSION

O. H. Blackman, of the Blackman-Ross Agency, presided at the afternoon session. He introduced as the first speaker Robert Tinsman, of the Federal Advertising Agency, New York, who dwelt upon the need of closer co-operation between the advertising agent and the business press. There are commercial, technical and class papers, and the way to handle each in a national campaign presents a nice distinction which an advertising agent does not realize unless he has had experience in or made a special study of the field.

G. C. Sherman, of Sherman & Bryan, New York, as his part of the symposium, told of his agency's experience in developing the Royal Manufacturing Co.'s business through advertising. The story of the campaign which was designed to market cotton and wool waste was published in *PRINTERS' INK* May 13, 1915. According to Mr. Sherman, at the end of a year and a half the company is selling 33 1-3 per cent of all the waste consumed in the United States.

In an interesting paper, Robert S. Simpers, of the McLain-Haddon-Simpers Co., Philadelphia, showed how by changing the character of its copy and enlarging its space the Estabrook Pen Company had greatly extended its business. The story appears elsewhere in this issue.

William Beatty, of Frank Seaman, Inc., contributed a careful analysis of the problems involved in handling the advertising of the Johns-Manville Company. The company manufactures 265 arti-

Nugent's Bulletin

*The National Weekly
for
the Retailer of Ready-to-Wear*

—devoted exclusively to the interests of buyers and manufacturers of ready-to-wear garments for women, misses, children and infants.

—profusely illustrated with advance styles of American and Parisian makers.

—recognized by expert buyers as a standard style authority and reliable buying guide.

—has an average weekly circulation of over 6,000 copies among department stores and specialty shops.

Advertisers and advertising agents wishing market or merchandise information in this field are cordially invited to write to the publishers.

THE ALLEN-NUGENT COMPANY

1182 Broadway - - - - - New York

cles, whose markets under ideal conditions would justify space in almost all of the business papers. As high as 312 publications have been used each month with a production copy load of 250 original ads. Recently a new style of copy had been adopted. This involved the subduing of illustrations and the adoption of news headlines. Because trade-papers are carefully used it is not necessary to resort to many of the attention-compelling devices commonly employed in some other mediums. Mr. Beatty said that the copy-writer should use the vernacular of the trade and the idioms of the field in addressing readers.

John Lee Mahin told of the experience of himself and Charles G. Phillips, of the *Dry Goods Economist*, in shaping and carrying out an advertising campaign for E. Albrecht & Son, furriers, of St. Paul.

ADVERTISERS RELATE EXPERIENCES

L. F. Hamilton, of the National Tube Co., of Pittsburgh; F. E. Moscovice, of Nordyke & Marmion Co., of Indianapolis, and L. G. Prather, of the Thomas G. Plant Co., of Boston, described the experiences of their several companies in getting business through the trade and technical papers.

Friday evening the members of the association sat down to a banquet at the Hotel Astor, at which Edwin N. Hurley, chairman of the Federal Trade Commission, of Washington, and R. H. Patchin, secretary of the National Foreign Trade Council, were the speakers.

At the final session of the convention on Saturday morning, the reports of the several committees were submitted. Of these the most important was that of R. Marshall, chairman of the Committee on Agency Relations. Through correspondence with a large number of advertisers and agents, the committee had been able to secure some very important data. From the letters received it was apparent that there was an overwhelming sentiment in favor of the adoption of the flat

rate by trade-papers. Two hundred and thirty-seven advertisers consider the present system of paying advertising agents for their work is wrong. They felt that the agent should be paid by the advertiser and not by the publisher, and that the advertiser should be able to buy space from the publisher just as cheaply as the agent could buy it. Fifty-five advertisers were satisfied with the present system of agency payment, forty-four advertisers did not express an opinion.

From the letters received it was evident that any movement to abolish the payment of agency commissions by business-paper publishers should be accompanied by a reduction in rate in such proportion that the net income from the space sold would be no greater after the change than it is now.

The committee feels that those meetings which bring agency men into closer personal touch with publishers of business-papers should be encouraged, and to that end it will make arrangements for holding several such meetings during the coming winter. As the several agents' associations are anxious to hold joint meetings, little doubt can be had as to the benefits to be derived from them. Meetings of this kind have already been held in Boston.

The recommendations of the committee were as follows:

"That its successor, working with its executive secretary, leave nothing undone to drive home the newspaper story to all advertising agencies; to compile, verify and submit authentic data indicating the powerful influence of the business press as a factor in modern merchandising.

"That in forwarding this work the executive secretary start the collection of reliable information regarding advertising agencies to the end that a list of reliable, earnest, able agencies may be compiled to be used by our membership in carrying on the work of mutual education."

Resolutions were adopted recommending the publication of all

(Continued on page 77)



This Was Said in June:

"Consciously or unconsciously, advertisers and professional advertising men alike, class business papers in one and consumers' papers in another class. They rarely consider a business paper as a consumers' paper.

That's wrong.

As a matter of fact, business papers are frequently consumers' papers. Strictly so. Just as much so as the general magazine or the daily newspaper.

The difference is that they appeal to consumers who are engaged in and consuming for, a particular class of business."

Extract from an address by J. J. Rockwell, at the Convention of the A. A. C. W., at Philadelphia.

And This on October 27:

Before the convention of the Associated Business Papers at New York, Mr. G. C. Sherman, of Sherman and Bryan, advertising agents, described in considerable detail the

Extremely Satisfactory Results

achieved by the use of business papers as *consumers'* papers, for advertising a product which it had been previously assumed could not be successfully advertised.

The outstanding fact in Mr. Sherman's story of this campaign was the remarkable sales results which had been achieved at an extremely low relative expenditure.

On the display boards at this convention showing accomplishments of business papers, there were exhibits of seven advertisers clearly demonstrating the profitable results to as many advertisers from advertising in

Engineering Record

Electrical World

Electrical Merchandising

Electric Railway Journal

Metallurgical and Chemical Engineering

Members Audit Bureau of Circulations

McGraw Publishing Company, Inc.

239 West Thirty-ninth Street - - New York City

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WALTER
New

history either **BUT—**

we're all bound to admit that magazines which really *pull* are the *only* ones that persist and prosper.

So perhaps we will be excused for mentioning that, with the current November issue, COMFORT enters its *twenty-ninth* year.

Surely a magazine that has grown steadily for so long a time to such a commanding position in its field has proved, through years of serving, that it gives value and satisfaction to its readers and that it *pays for its advertisers*.

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Aeolian Hall

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

PROSPERITY

—Ours and Yours

Nowhere in this favored land is business booming more than in the smiling city of Los Angeles. Its people and its visitors have much money to spend, and its merchants are prosperous.

These merchants know how to reach the people of means.

The advertising in single issues of the **LOS ANGELES EXAMINER** is running over 25,000 lines (90 columns, or over 11 pages) *more* than on corresponding dates of last year.

These Advertising Gains of the **EXAMINER** are larger than those of any other Los Angeles newspaper, morning or evening.

There is a reason for everything. The **EXAMINER'S** paramount prosperity is due to its Quantity-Quality Circulation. It reaches more people, more good homes, more buyers than any other Morning or Sunday newspaper in the Great Southwest. See the A. B. C. reports.

Your share in this exceeding prosperity can be had by placing *your* advertising in the

Los Angeles Examiner

M. D. HUNTON

Eastern Representative

American Circle Bldg., New York

W. H. WILSON

Western Representative

Hearst Building, Chicago

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cases in which fraud is practiced in securing subscriptions; approving the Technical Publicity Association's efforts to bring about the standardization of rate cards and appointing a committee to confer with that body as to the best methods for bringing it about; supporting the work of the National Research Council.

An amendment to the constitution was adopted making changes in the table of dues and in the amount of advertising to be furnished the association free of charge. Under its provisions the membership payments, which are based on the gross amount of the annual business of each publication, are as follows:

Class 1, on gross business of \$25,000 or under, \$30; Class 2, on gross business of \$25,000 to \$50,000, \$75; Class 3, on gross business of \$50,000 to \$100,000, \$150; Class 4, on gross business of \$100,000 to \$150,000, \$225; Class 5, on gross business of \$150,000 to \$200,000, \$300; Class 6, on gross business of \$200,000 to \$300,000, \$450; Class 7, on gross business of over \$300,000, \$600.

This section is to become operative as of September 1, 1916.

The amendment also provides that each member who publishes a monthly magazine shall furnish the association one page of advertising, or its equivalent, every fourth month; and each member who publishes a weekly, an equivalent of one page each month during the year.

The following officers for the ensuing year were then elected: President, A. A. Gray; vice-president, Arthur J. Baldwin; treasurer, E. A. Simmons; executive committee, in addition to the above officers, Charles Allen Clark, W. H. Ukers, A. C. Pearson, R. Marshall, C. A. Tupper, and H. S. Lord.

The Agency Officers' Association was organized recently in Chicago for the purpose of improving the standards of selling insurance. Over seventy-one companies participated in the conference. The organization is an outgrowth of the recent World's Salesmanship Congress held at Detroit, where the insurance men had a departmental meeting.

Ask Your Printer

Just as the buyer of printing values his own practical experience in his own business, he should also have respect for the experience and the opinion of his printer.

A great deal of the printing and advertising of today would be far more efficient and attractive if so many men did not feel that because they have been successful in their own business they can instruct and direct their printer.

Men who would not attempt to tell a cobbler how to make their shoes, or try to teach a tailor how to cut a coat, will as a rule try to instruct their printer.

And when a mistake is made in the planning or the execution of the work, no matter whether the printer is innocent or not, he knows that he alone will be blamed.

He may have advised against just that particular error—may have begged and striven to prevent it—and probably undertaken the work with the clear understanding that he was to be relieved of all responsibility. But every man who sees the finished job, who knows nothing of the circumstances, is sure to blame the printer.

Ask your printer. Ask him particularly about Ticonderoga Eggshell Book and Special Magazine (halftone) papers. He knows paper—knows its printing quality and its value at the price. We are willing always to leave the decision with him regarding the advisability of your using Ticonderoga papers. Write us for samples and copies of our latest booklet, "Using Color with Line Illustrations."



**TICONDEROGA
PULP & PAPER CO.**

200 Fifth Avenue
NEW YORK

With apologies to American Radiator Company

E. F. WARNER

Announces the
appointment of

J. W. GLENISTER

*(Formerly of Good Housekeeping,
Pictorial Review, and recently
with Every Week.)*

Mr. Glenister will assume the
management of the circulations
of the magazines of this organi-
zation.

The Smart Set
Field and Stream

The Parisienne

Saucy Stories

Clever Stories

and

Fascinating Fiction

The Warner Publications

Printing Crafts Building, New York

Smashing Windup to Political Campaigns

The national and local political campaigns are winding up with a blaze of advertising on the merits, or demerits as the case may be, of their respective candidates or opponents.

The newspaper campaign to be financed by Henry Ford is awaited with peculiar interest. One of the advertisements scheduled for insertion in next Sunday's papers is ten inches deep across eight columns. The copy is headed, "Humanity—And Your Vote: By Henry Ford." Then follows, in three wide columns, Mr. Ford's reasons for favoring the re-election of President Wilson.

One thing is noticeable and that is, the Republicans' advertising campaign has been gaining in volume as the days go by, although the Democrats have been steadily consistent in the development of their carefully planned campaign. Both parties are using car space, general magazine and farm papers, as well as posters, heavily, but latterly the newspaper copy of the Republicans has somewhat outweighed the Democrats in point of lineage.

Some of the large newspaper advertisements favoring the election of Mr. Hughes are being paid for by John Wanamaker. The extent of his contribution to the Republican publicity funds has not been announced and his name does not appear in the advertising.

One episode that has developed within the week to cause wide comment is

the appearance of the Democrats' twenty-four-sheet poster for President Wilson on the theme, "He has protected Me and Mine." The proposal to use this poster was announced some time ago in *PRINTERS' INK*. With its first appearance there came to light another twenty-four-sheet poster, with a similar side head view of the President and a travesty on the original idea, with the caption, "He has Neglected Me and Mine." This shows, on the one hand, a (supposedly) widowed mother with her children, while in the background a steamship is sinking, prow in air. To the left foreground is a tropical palm tree beneath which some men who might be taken for our neighbors to the south, are bayoneting a man in the uniform of an American soldier.

While for a time most of the advertising for Mr. Hughes appeared over the signature of the Hughes National Alliance, latterly most of it has been signed by the Republican National Publicity Committee.

Hugo J. Warner Drowned

Hugo J. Warner, of the Lord & Thomas agency, Chicago, and a brother-in-law of A. D. Lasker, was drowned in the Chicago River, October 23, when an automobile of which he was an occupant ran into an open draw. He was thirty-one years old and had been with Lord & Thomas ten years.

Printers, Lithographers, Engravers and Catalog Makers

This is for YOU

1062 Advertising Agencies look after the printing for 14,000 National Advertisers. They and their important men are listed as a special service for you in the

Standard Register of National Advertising

THE ACME OF ACCURACY

10 EAST 43rd ST.

Tel. Murray Hill 496

NEW YORK CITY

PUBLICATION OFFICE

MINERS BANK BUILDING, WILKES-BARRE, PA.

Blackmore Joins Northern Jobbing Company

M. O. Blackmore, for eleven years advertising manager of the *Inland Printer*, and more recently vice-president of the Manufacturers Advertising Association of Chicago, has been appointed director of business extension of the Northern Jobbing Company. He will retain his connection with the Manufacturers Advertising Association.

Sir Joseph Beecham Dead

The death of Sir Joseph Beecham was announced last week. He was the son of the late Thomas Beecham, founder of the Beecham Pills industry, and left a fortune estimated at \$130,000,000—one of the greatest ever acquired by an Englishman. He was sixty-eight years of age.

"Forest & Stream" Sold

Charles A. Hazen and Charles L. Wise have sold *Forest and Stream* to a number of sportsmen and naturalists, the executive officers of the new company being: William Bruett, president; H. C. Mallory, secretary and treasurer; J. T. Wood, manager, and Richard S. Wood, advertising manager.

Sears-Roebuck Prepaid Sales Reach Million a Day

The record cash receipts of Sears, Roebuck & Co., the Chicago mail-order house, for a single day's business were reached on October 23, when prepaid sales reached the \$1,000,000 mark.

Foley Agency Has New York Branch

The Richard A. Foley Advertising Agency, of Philadelphia, has opened an office in New York, in charge of Charles H. Eyles, secretary of the company.

Campaign Coming for Hood Tires

The Hood Tire Company, of Watertown, Mass., will soon begin a campaign of national and direct advertising. The appropriation will be handled by the Greenleaf Company of Boston.

With Racine Agency

J. C. Shattuck, formerly with Lord & Thomas, Chicago, has joined the staff of the Western Advertising Agency, Racine, Wis.

New York Office for Audit Bureau

The Audit Bureau of Circulations has opened an office in New York, in charge of John F. Barry.

Imrie Back After Year of Sickness

John Imrie has resumed his duties as manager of the Canadian Press Association, Inc., after being absent on sick leave for more than a year. Arthur Alloway, acting secretary, has been appointed assistant manager and will now devote his time to field work.

Warner With Hearst Feature Section

R. O. Warner, formerly of the advertising staff of *Hearst's Magazine*, has been appointed manager of the Western office of the colored feature section issued with the Hearst Sunday newspapers.

Goodrich Company Has Another House-Organ

The B. F. Goodrich Company, Akron, Ohio, has a new house-organ, "The Circle," for circulation among its employees. The company's other publication, "The Goodrich," is continued as formerly.

Sherley Hunter in New York

Sherley Hunter, formerly assistant to Wilbur Nesbit, vice-president of the Mahin Advertising Company, Chicago, is now free-lancing in New York on copy-writing and is located with the Marchbank Press.

Austen Dailey Joins Colish

Austen Dailey, who for the past six years has been in the printing and mechanical department of the Cheltenham Advertising Agency, has resigned to become connected with the printing establishment of A. Colish, New York.

Glenister Joins Warner Publications

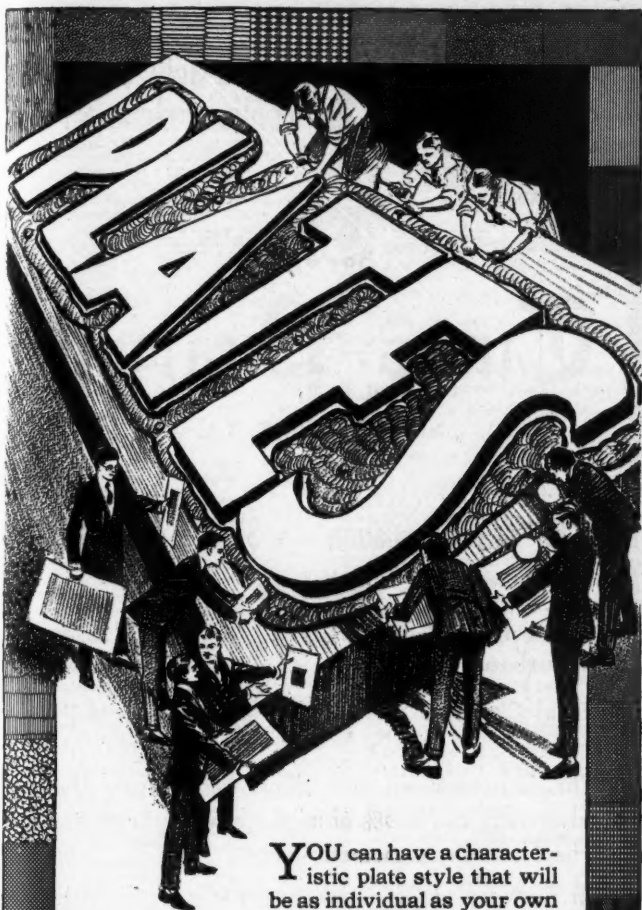
J. W. Glenister, formerly of *Good Housekeeping*, *Pictorial Review* and recently with *Every Week*, has been placed in charge of the circulations of the magazines published by E. F. Warner, New York.

Agency for Mary Pickford Advertising

The Philip Goodman Company, New York has been placed in charge of the advertising of Mary Pickford, whose pictures are distributed by the Art Craft Pictures Corporation.

Joins "House & Garden"

George E. Dyke, formerly a representative of *Harper's Bazar*, has been appointed New England representative of *House & Garden*.



YOU can have a characteristic plate style that will be as individual as your own copy or drawings.

This engraving idea is *new* and *valuable*.

Write us for further particulars.

The Ethridge Association of Artists

NEW YORK OFFICE
23 East 26th St.

CHICAGO OFFICE
220 So. State St.

DETROIT OFFICE
809 Kresge Bldg.

Circulation Statement to the Audit Bureau
of Circulations for six months ending Sep-
tember 30th, 1916, by

== The == Times-Picayune

NEW ORLEANS, LA.

	DAILY	SUNDAY
Total Paid Circulation - -	53,359	66,453

ANALYSIS

	DAILY	SUNDAY
In the City of New Orleans,	53.8%	52.1%
Suburban - - - - -	27.5%	28.5%
Total City and Suburban -	81.3%	80.6%

This is remarkable, and shows conclusively that
advertisers can cover this worth-while field with
The Times-Picayune exclusively.

In the City of New Orleans 94.4% of the daily
circulation and 79.5% of the Sunday circulation is
delivered into the homes.

PUBLISHERS' REPRESENTATIVES

CONE, LORENZEN & WOODMAN

New York, Chicago, Detroit, Atlanta, Kansas City
and Des Moines

Member Audit Bureau of Circulations

Chicago Mail-Order Houses After Chicago Trade

The Riley-Schubert-Grossman Company, a Chicago mail-order house, used a full page in one of the Chicago Sunday papers recently to feature a number of leaders and to secure inquiries from Chicago residents for catalogues. The advertisement, coupled with the recent activities of other Chicago mail-order houses along similar lines, has caused comment because up to the last few years these concerns discouraged resident buyers—in fact when Montgomery Ward & Company were located on Michigan Avenue they used to have a doorman who asked all who came in whether they were from the city or the country, and if they were from Chicago he would politely tell them it was the policy of the company not to sell to Chicago trade. Now it appears that things have changed, for Sears, Roebuck & Company have been working Chicago mailing lists lately with increasing vigor. Only a few weeks ago this concern circularized a heavy Chicago list on a new winter underwear which it is marketing.

In its advertisement the Riley-Schubert-Grossman Company offered to deliver wearing apparel free in Chicago, but the customer was required to pay parcel post rates on other merchandise. Patronage was solicited on the grounds that because of lower over-head and selling costs the company was able to save its customers one-third or more on the merchandise it offered in its three catalogues. "This mail-order department store," states the advertising, "represents the highest development of modern efficiency and economy in getting the goods from the factory to the user. Thus there are no losses on bad accounts. We are located in an out-of-the-way low-rent district. Our clerks are busy all day long filling orders—not losing time waiting for customers. Our method makes possible numerous other economies, all of which lower the price of merchandise to you—the consumer."

The Riley-Schubert-Grossman Company started in business two years ago with less than \$100,000 capital and it now claims a capitalization of \$5,000,000. Local merchants selling products in competition with this and other mail-order houses are becoming alarmed over their local activities, and it is reported that a movement is on foot to place difficulties in the way of their using the same publications used by Chicago department stores and specialty shops in reaching the Chicago shoppers.

New York Agency Appoints Trustee

The H. Sumner Sternberg Co., Inc., New York, has appointed Horwath & Horwath, public accountants, to act in the capacity of trustee for the purpose of making monthly payments of accounts remaining unpaid against the company.

CONTACT

A good ticket gets you nowhere if you take the wrong train.

A miss is as good as a mile.

Unless the circuit is complete the wires are dead.

Good advertising to men without purchasing power is like making a speech to empty chairs.

Address your message to readers who can use your products.

The circulation you reach in the **ELECTRICAL REVIEW AND WESTERN ELECTRICIAN** is **real circulation**. It is composed of practical men who buy electrical material of all kinds.

One subscriber of this character means more to the advertiser than a dozen or twenty promiscuous readers secured by forced circulation-building aimed at numbers only.

ELECTRICAL REVIEW AND WESTERN ELECTRICIAN—the Business Weekly of the Electrical industry—should carry your announcement.

"How about **Your Particular Product?**"

Ask us! We'll tell you fairly and frankly.

Electrical Review and Western Electrician

608 So. Dearborn Street, Chicago

Member A. B. C.

Fifty Dollars

could hardly be invested to better advantage than in publicity for influencing the purchasing power of the hotels and restaurants in the United States.

It is conservatively estimated that the hotel men of this country buy more in one year than does the United States Government. Accordingly, a trade journal reaching and strongly influencing this purchasing power must be considered worth while. Such a journal is the

Hotel Review

**which will issue November 18th
an Exposition Number**

in connection with the Hotel Men's Exposition, which will be held in Grand Central Palace the latter part of this month.

This issue will be featured by a complete and up-to-date classified directory of the hotel supply houses. Advertisers will have bold face listing in the Directory.

Circulation 7200

The regular weekly editions of the REVIEW pretty thoroughly cover the entire fraternity, but this special number, with 2,000 extra circulation, will be 100 per cent efficient as a publicity medium. Single insertion rates, one page, \$50; ½-page, \$30; ¼-page, \$18.

Forms close Wednesday, November 15th.

NEW YORK HOTEL REVIEW
1480 BROADWAY, NEW YORK

A. A. C. of W. May Enlarge Scope of Retail Work

THE executive committee of the Associated Advertising Clubs of the World met at the Hotel Jefferson, St. Louis, October 30 and 31. A telegram received by PRINTERS' INK Tuesday morning, relative to the first day's meeting, read as follows:

"The National Educational Mercantile Association, representing sixteen national associations of retailers and wholesalers, proposed, in a written communication to Associated Advertising Clubs, through its executive committee meeting here, to make the clubs a clearing house through which they could work, on a very large scale for the education of retailers. This work would be along advertising, merchandising, accounting, buying and community building lines. The executive committee voted for a committee to confer and work the plan out. The sixteen existing associations believe numerous others will join in this movement to attempt to find the answer to the many problems now confronting retailers.

"Reports of educational, vigilance, research and retail-service and business-record committees showed great progress. Merle Sidener, chairman of the National Vigilance Committee, reported an increasing number of large newspapers were coming to the committee for information about specific advertisements. J. W. Fisk showed that many organizations are already co-operating in business record system work and that the National Retail Hardware Association is helping to perfect a system for hardware dealers. The work of pushing shoe and jewelry systems is already under headway."

Made Assistant to Lacy Croluis

Hugh Sharp, formerly in charge of the research department of the Harley-Davidson Motor Company, Milwaukee, has been made assistant advertising manager.

What Every Advertising Agent Wants to Know

about

The Third Largest Market in the United States

PHILADELPHIA is acknowledged the greatest of home-building and home-owning cities in America and is truly the "city of homes." There are (as reported by the City Statistician) 435,947 properties in Philadelphia, including 365,461 separate dwellings. Philadelphia has more than 55,000 separate business organizations of which 15,000 are manufacturing plants.

During September, 1916, an average of 405,980 copies of The Bulletin were sold daily.

These were distributed:

In the city of Philadelphia and Camden.....	303,011
In the suburban district within forty miles of Philadelphia.....	66,930
Outside of suburban district.....	36,039

405,980

Philadelphia Bulletin readers buy each day an average of more than

\$690,000 Worth of Foods	12,000 Men's Collars
\$32,000 Worth of Men's Clothing	8,000 Men's Shirts
\$30,000 Worth of Women's Apparel	6,000 Pounds of Cocoa
\$24,000 Worth of Cottons	6,000 Men's Neckties
\$20,000 Worth of Silks	4,000 Pairs of Corsets
\$20,000 Worth of Furniture	4,000 Pairs of Gloves
\$13,000 Worth of Paints	4,000 Pounds of Tea
\$6,000 Worth of Millinery	4,000 Hats and Caps
40,000 Pairs of Hosiery	2,400 Barrels of Flour
37,000 Pounds of Coffee	700 Automobile Tires
20,000 Sets of Underwear	42 New Pianos
12,000 Pairs of Shoes	32 New Automobiles

On request we will secure an analysis of trade conditions and selling possibilities for any particular business.

Advertising Agents should always remember that they can at **one cost** reach the greatest number of possible consumers of the product of any national advertiser (in the Philadelphia field) by concentrating in the **one newspaper** which is read daily by most Philadelphians—**THE BULLETIN**.

The net paid daily average circulation of The Bulletin is the largest in Pennsylvania and one of the ten largest in the United States

WILLIAM L. McLEAN
Publisher

New York Office
DAN A. CARROLL, Tribune Bldg.
Philadelphia, October 23, 1916.

Chicago Office
J. E. VERREE, Stager Building



Seeing Is Knowing When Printing Is Wanted

Visualizing good printing is one of the hardest tasks on an advertising department's calendar of troubles.

It is difficult to form in the mind's eye an exact picture of the print to be. Even when you pass that image to your printer with the aid of a pencil layout, you sometimes feel you have not made your idea as clear as you would wish.

To lighten this burden we have prepared a Portfolio of specimens in printed matter fitted to the various needs of an Advertising Department. The broadest latitude of choice is allowed in this Portfolio, because there are numerous examples of fine printing in widely varying forms. It shows how money may be saved and greater satisfaction gained by standardizing on Hammermill Bond, and quite incidentally it may serve as an idea book.

Either you can ask your printer when he calls on you to bring with him the Portfolio for Advertising Departments, or, if you desire to study it more at leisure, we will gladly send it to you free of charge if you write on your business letterhead.

HAMMERMILL BOND

HAMMERMILL PAPER CO.

Erie, Pennsylvania

Wrigley Strongly Pushing an Old Brand

Eighty Per Cent of All Newspapers Published to Be Used on "Juicy Fruit"

MORE than once the popularity of a debutante has been successfully utilized to renew interest in an elder but eligible sister. And what is true in the social scheme of things the William Wrigley, Jr., Company, of Chicago, believes is adaptable in a commercial way. So, the company is using the popularity of Spearmint and Doublemint as a lever to stimulate sales of its Juicy Fruit brand of chewing-gum.

While perhaps not generally known, Juicy Fruit is the brand which William Wrigley, Jr., first advertised. Readers of **PRINTERS' INK** for October 8, 1914, will recall that in the early 90's it was for Juicy Fruit that he invested the first appropriation of a few hundred dollars, which has since grown to exceed \$2,000,000 annually. The present campaign will, it is stated, include approximately 80 per cent of all newspapers published, as well as the various other mediums which have proved successful in marketing Wrigley gums in the past.

While the copy methods to be used in marketing Juicy Fruit will closely follow those so successfully used for the "mint" gums, the mer-

chandising plan has been changed considerably. It will be remembered that in getting initial distribution for both Spearmint and Doublemint, a coupon stocking-scheme was used which entitled the dealer to a free box. In the case of Doublemint this method secured 500,000 dealers in sixty days. This plan, as well as the distribution plan used for Spearmint, has already been described in **PRINTERS' INK**.

Having world-wide distribution, Mr. Wrigley decided to resurrect Juicy Fruit by going direct to the consumer, leaving the dealer end to work out its own salvation. A gigantic sampling campaign, involving an investment of over a

quarter of a million dollars, has been undertaken. Cards containing two samples of Juicy Fruit and one each of Doublemint and Spearmint are being mailed to 7,500,000 telephone subscribers throughout the country—the samples being cleverly held by a die-cut container, on which the following copy appears:

Probably 80 per cent of the gum consumed in the world is made of these three brands.

Wrigley's Spearmint has real mint leaf flavor.

Wrigley's Doublemint has strong peppermint flavor.

There are two samples of Wrigley's Juicy Fruit chewing-gum, as,

LARGE-SPACE COPY IN NEWSPAPERS FOR OLD BUT UNFAMILIAR BRAND

while this brand has been sold for twenty-four years, it is not so well known in your section as the other two. It has an odd flavor, and is a great favorite with the ladies.

All three brands are of the well-known "Wrigley Quality," the difference being only in the flavor.

Wrigley's is sold all over the world, and the constantly increasing demand must prove that the goods are made right, wrapped right, and are the right thing for 80 per cent of the world's chewing-gum users.

Mr. Wrigley, however, thoroughly appreciates the dangers in indiscriminate sampling, and has taken the precaution of backing up the sampling by extensive newspaper advertising. This advertising runs simultaneously with the sampling, so that when the sample is received by the consumer, he will recognize it as the "new" Wrigley gum he has seen advertised. At the same time the street-car cards, appearing in cities where the sampling is under way, bear down heavily on the Wrigley name.

COMPANY AIMS AT GREATER AGGREGATE SALES

The campaign for Juicy Fruit has attracted considerable attention among Chicago advertising men because it would seem that by bearing down heavily on a new brand, the company will detract from the sales of its two established brands. It will be remembered, however, that this question was also raised when Doublemint was put on the market.

"After all," explained an official of the company, "we, like other manufacturers, are in business to show the largest possible yearly gains on the annual statement. Let us suppose that our sale of Spearmint does fall off—which I don't think will happen—we have every reason to suppose that our total combined sales will be greater at the end of the year by pushing several advertised brands than if we had pushed only one. This has been proved in the case of the American Tobacco Company, which advertises many products which are more or less in competition with one another. The tobacco company's figures show that the net result of this advertising is to increase the consump-

tion of tobacco, to the profit of the company. We believe we will experience the same condition as far as chewing-gums are concerned."

Mr. Wrigley, however, does not propose to let the public forget his already established brands while he is busily at work telling people about Juicy Fruit. His newspaper copy and his sampling plan effectively tie all the products together, putting over the "family" idea in spectacular fashion.

The suggestive point in the campaign to advertisers is the possibility of using stored-up good will, accruing from the continuous advertising of a successful product, to "put over" one that had proved difficult to market before its maker had established himself in the public mind. Advertisers having products marking time in their line will, therefore, watch with interest the progress of this latest Wrigley venture, in which he has undertaken to re-establish the popularity of his pioneer brand of chewing-gum.

Garland Stove's Campaign to Hotels

The Michigan Stove Company, of Detroit, has completed a series of booklets relating to the use of its appliances in hotels. A feature of the distribution is that the co-operation of gas companies in various cities, which are of course interested in the distribution of gas-consuming appliances, is being sought, and emphasis is given to a list of hotels already equipped with "Garland" appliances.

Freeman's New Connection

William C. Freeman has acquired an interest in the *Advertising News*, New York (formerly called the *Publishers' Guide*) and will devote a large share of his time to its business development. This work will not interfere, it is stated, with the special work he has been doing. Mr. Freeman was formerly connected with the *New York American*, *Evening Mail*, *Tribune* and *Globe*.

To Represent "American Garage"

Arthur J. Watson, formerly advertising manager of the *Scale Journal*, has joined the advertising staff of the *American Garage and Auto Dealer*, and will represent this paper in the Central States.

SHAME ON THE PROGRESSIVE FARMER!

By **HENRY LEE STAPLES**, Pres. Staples & Staples, Advertising Counselors

Only a few years have passed since we decided to "swat the lie" in advertising. But a short time ago many farm papers were packed with filthy fake copy that brought into disrepute any copy with which it rubbed elbows.

Publishers prostituted papers to charlatans, who found them an easy means of access to homes where they could solicit with their lies—homes which they could never have entered in person were their mission known.

So little was the power of the farm press realized that even publishers did not then know the harm their papers could do.

Then the round-up came! Makers of good merchandise realized the power the farm press possessed. They insisted on better company, cleaner columns, from the papers they patronized. The objectionable district found in many papers had to go.

There was a mad scramble for clean columns. Virtue became the rule where once it had been the exception. Constructive, helpful copy calmly spoke where once flamed the filthy fiction of fakers seeking to filch from the farmer the profits of his toil.

And as their columns grew cleaner, their circulation and their influence grew apace. The publishers acquired a confidential relation with their subscribers never before known under the old regime. The editor's words went straight to the minds and hearts of the readers. They bridged the chasm of indifference. They conquered the citadel of trust. The honest advertiser profited.

There were a few papers, however, that made none of these progressive changes, that took unto themselves no sudden assumption of virtue, that went upon the even tenor of their way—unchanged—that clung tenaciously to their old way.

Of these papers was **THE PROGRESSIVE FARMER**.

Their old policies were still carried out—their old principles still adhered to. They did not have to change.

For their old policy had always been this: "No fakes for man or beast or fowl." Before the days of "Truth" in advertising—when virtue in a paper was looked on as an idiosyncrasy and

the guaranteeing of the advertisements as rankest folly—**THE PROGRESSIVE FARMER** had been both an oddity and a fool.

The latch-string was never out to the fakir. Unless they believed that the purchase would be of benefit to its readers, **THE PROGRESSIVE FARMER** would not carry the advertising and every advertiser was guaranteed to the readers with an ironclad guarantee.

Before dealer co-operation became a feature of farm-paper service **THE PROGRESSIVE FARMER** was working to induce dealers to handle the advertised guaranteed goods.

THE PROGRESSIVE FARMER told men—not how to suffer and endure—but how to prosper. It preached the gospel of better living—better homes—better food. It became a power with the women as well as the men.

Advertisements written in the ink of insincerity and built upon deceit were offered to them, and back would go the orders to the advertiser—unaccepted.

Advertising patronage then was scanty. The advertisers who used the farm papers were few compared with the number that know their worth today. The space good advertisers used was meager.

It took courage and self-sacrifice to turn away thousands of dollars' worth of business every year that most papers would accept.

THE PROGRESSIVE FARMER was good before it could afford to be. It was straight because it didn't know how to be anything else. They never had to clean up.

And a paper built upon this idea naturally appealed to the better class—a class to whom fake, filthy copy was an eyesore not to be tolerated. A paper, with the courage to do what **THE PROGRESSIVE FARMER** did for its readers, endeared itself to them.

I have bought more than \$100,000 worth of space in **THE PROGRESSIVE FARMER**, and the records of results tell me that sometimes an oddity and a fool is a weisenheimer and that Emerson's Law of Compensation is more than a myth or a bit of sophistry.



Member of Audit Bureau of Circulations

170,000 Class Circulation (White People only) Per Week
Carries "No Fakes For Man or Beast or Fowl!"

WALLACE C. RICHARDSON, Inc.,
Eastern Representatives,
381 Fourth Ave., NEW YORK CITY



J. A. MARTIN,
Advertising Manager
BIRMINGHAM, ALA.

Raleigh, N. C.,
Memphis, Tenn.,
Dallas, Texas

GEO. W. HERBERT, Inc.,
Western Representatives
Advertising Building, CHICAGO

WOODWARDS INCORPORATED

An organization with the
purpose to investigate
thoroughly, to think
clearly, to plan com-
prehensively, to work
intelligently, to serve
sincerely. ~ ~ ~ ~

WOODWARDS INCORPORATED

MERCHANDISING COUNSEL

• ADVERTISING •

R.L. WHITTON VICE PRESIDENT
900 SOUTH MICHIGAN AVE. • CHICAGO

A Profitable Trade-Paper Campaign

Pen Manufacturer Tosses Overboard Old "Card Copy" and Uses Real Selling Arguments—Immediate New Business—Outline of the Campaign—What Sold the Dealers

By Robert S. Simpser

Of McLain-Hadden-Simpers Company, Philadelphia

IT is absolutely necessary for the maximum success of any comprehensive campaign that the dealer at least know what the advertiser is trying to do; that he be convinced of the benefit he will receive, and that he be shown how he can best line up with the advertiser's work, so that they will both profit most.

To do this from week to week or month to month the trade-journal is the only medium at our disposal other than direct-mail communication.

A large pen manufacturer for years used the stationery trade-papers with the usual small "cards" and with the customary dealer-appeal or, rather, lack of appeal.

He had always been advised that it was useless to advertise to the dealer.

Two years ago, upon launching a more concentrated and aggressive national consumer-campaign, the entire dealer-advertising policy was changed.

Spaces in the papers appealing to the stationery trade were increased from three-inch ads to full pages, but the increase in size was only incidental; in fact, a result of the change in appeal.

THE COPY REALLY HELPED DEALERS

Instead of the customary description of the product, of which, I believe, the dealer is sick and tired, the whole series was planned to supply practical suggestions that would help him to conduct the pen department of his business more profitably, and also to direct his

efforts along lines consistent with the rest of the national advertising.

This is certainly a valuable step in any campaign, for the same reason that it is valuable to have the advertiser's *own* sales organization familiar with and co-operating with all the advertising work.

Two conditions decided the actual subject-matter of these ads. First: The manufacturer had been in the business for over half a century, sold more pens than all other American manufacturers in his line put together, and had, therefore, unusually strong distribution.

Second: There is a tendency in the stationery trade to carry several makes of pens in several display-cases on the counter. This is bad practice for the dealer. He simply carries duplicate styles of pens and ties up unnecessarily money in stock.

Because of the first of these conditions it did not seem probable that distribution could be greatly increased.

But because of the second condition there did seem a good opportunity to sell present dealers more pens and at the same time do them a service if we could show them the advantages of concentrating on the one most complete and strongest selling line.

With this logical basis to start on, a series of counter display-cases was first developed, large enough to carry a *complete* stock for average-sized stores.

Then the series of full-page ads was prepared, which rarely mentioned the pen by name, but were devoted exclusively to explaining to the dealer why he could make his pen department more profitable by concentration on one line. We did not even say what line of pens, although the name, of course, appeared prominently at the foot of each ad.

Each ad featured the five reasons why concentration on the one best make of any line in his store would pay:

1st—Because he would tie up less money in stock.

2d—Because he would save counter space.

Portion of address, Oct. 27, before Convention of Associated Business Papers, New York.

3d—Because he would get maximum display.

4th—Because he would offer the most complete assortment.

5th—Because he would make it easier for the customer to buy.

In order to gain greater attention to the subject of concentration in the instance of pens we ran as part of this series many ads on the potential value of the pen department.

It was shown in these ads that, although his pen department might not in itself represent a great volume of sales, it did bring into his store hundreds of people every year to whom he had an opportunity to sell many other lines of goods. The manufacturer told him that a customer who bought pens must use ink, stationery, etc., and suggested that the salesmen be instructed to extend the customer's interest to these other lines.

The dealers were quick to grasp the new possibilities. They took new interest in the pen department, and attached increased im-

portance to making it as attractive as possible.

The entire programme has been unusually successful for its influence on both the jobber and dealer.

One of the first striking indications of its success was a voluntary request from one of the largest jobbing houses in the country for samples and other equipment for their thirty-some salesmen, they having decided to concentrate on this one line exclusively. The number of new and larger display-cases and assortments that went out to dealers was astonishing.

Now, I believe there are a great many other advertisers who will find among the class publications rich fields uncultivated if they will displace the old ideas and old prejudices with a really constructive effort to find their one best way to go about it.

E. H. Emory, at one time advertising manager of the Boyce publications and more recently identified with the Audit Bureau of Circulations, has resigned.

Selling Your Goods in Canada

A completely equipped agency enables us to adapt American advertising ideas to Canadian conditions.

Trade investigations, distribution, sales methods and advertising campaigns are planned and executed by experienced men, fully conversant with all general and local conditions.

May we send you our latest booklet "What ha' ye done?" It contains examples of our most recent work.

SMITH, DENNE & MOORE, Ltd.

General Advertising Agents

Lumsden Building - - Toronto, Canada

NEW YORK:
1463 Broadway

LONDON:
Caxton House, S.W.

PARIS:
10 Rue De La Victoire

Successors to J. Walter Thompson Company (of Canada) Limited



REACHING OLD GOSPEL AS NEW ■ ■ ■

Good old Mr. "Economics" is doing the Billy Sunday act in advertising. His text is "Efficiency" and his revival has been so active that the number of ad experts now hustling 'round for an honest living would recruit a Mexican army. The day of easy money and soft things has gone by. The Man from Missouri has ceased to be a myth. A "Louis Brandeis in the making" sits behind the mahogany in most mills.

Aeroplaning appropriations have been stabilized. Men have learned to think in four figures instead of six. Distribution is no longer a dream.

"How" has taken the place of "How Much."

The efficient advertising organization of today digs deep for solid rock foundations. It helps the manufacturer get his products right, and his "put up" perfect.

Then it goes after the dealer, cooperates with him in his locality and finally (when real distribution is accomplished—when output warrants increased expenditures) goes after the individual user.

Some of the fledglings are calling this the new gospel. They talk about guessing being eliminated and whisper in bated breath about the new generation of advertising men.

We welcome this spirit, but we cannot subscribe to the idea that the gospel's new.

A decade ago, when the battle cry of the clever writers was "Ignore the dealer" we raised our voice in protest. We called the idea inefficient, wasteful and damaging to advertising and to publishing, but for years we were "the voice of one crying in the wilderness." Now the tide has turned—Father Time and General Economics proved us right—and with the most sincere form of flattery the newer field is yelling the praises of the "dealer."

The old gospel has become new.

ROOT NEWSPAPER ASSOCIATION

"Creator in its field of more permanent advertising successes than any other advertising or publishing organization."

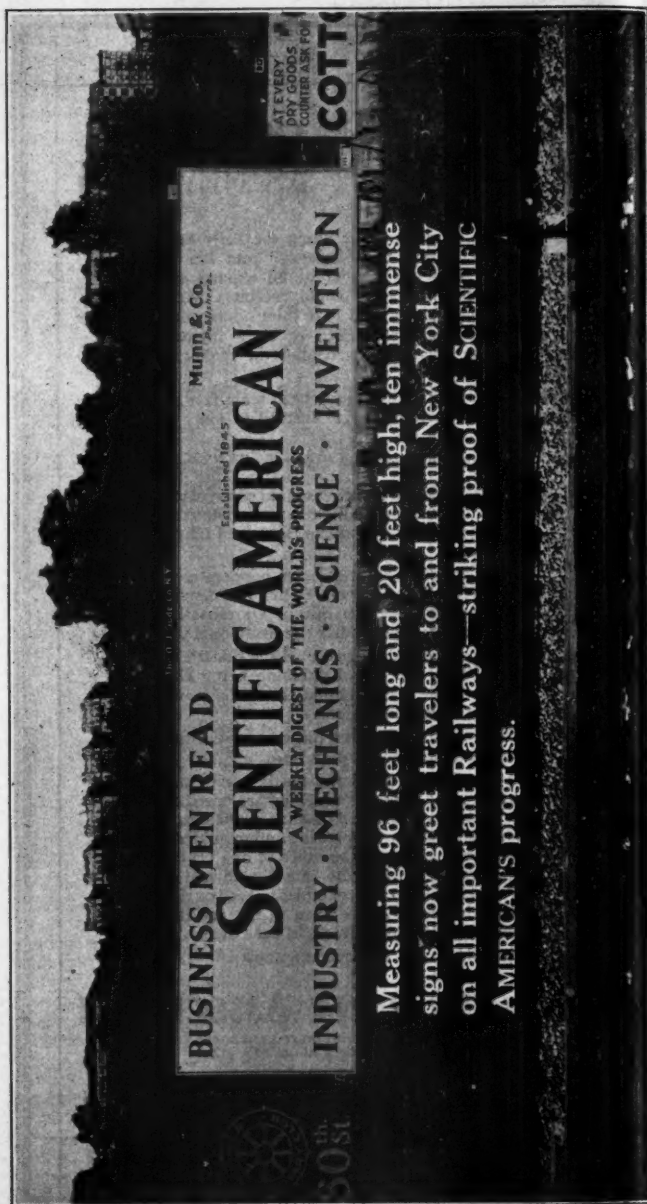
231 West 39th Street, New York

Chicago

Boston

St. Louis





16-01 JUNE 1935

Established 1845

Munn & Co.
Publishers

SCIENTIFIC AMERICAN

A WEEKLY DIGEST OF THE WORLD'S PROGRESS

INDUSTRY • MECHANICS • SCIENCE • INVENTION

Measuring 96 feet long and 20 feet high, ten immense signs now greet travelers to and from New York City on all important Railways—striking proof of SCIENTIFIC AMERICAN'S progress.

AT EVERY DRY GOODS COUNTER ASK FOR

COTTON

50c

W

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What Advertisers Are Doing This Fall to Educate Dealers' Clerks

Swansdown Flour-Makers Going After This Knotty Problem in Real Fashion

By Cameron McPherson

THE problem of educating dealers' clerks is a good deal like learning to play billiards—it looks easy until you try it. That, at least, seems to be the consensus of opinion among the two hundred-odd advertisers approached by PRINTERS' INK on this subject. Even such experienced and successful advertisers as the Simonds Manufacturing Co., B. F. Goodrich Company, Free Sewing Machine Co. admit that this dealer-clerk proposition is a sticker—and I know at least three concerns that have given it up as a bad job. Either keeping a mailing-list proved too much for them, or else they were not gifted with that divine patience which seems to be necessary in undertaking work of this kind.

Because it is complicated, and because it is one of those problems which lend itself so nicely to adaptation, PRINTERS' INK has published no less than twenty articles in the last four years describing methods used by various advertisers to accomplish this purpose. The result of these articles is plainly evident in the mass of sales manuals and clerk literature that lies before me as I write. They represent for the most part plans for educating dealers' clerks that have been adapted from the experience of other advertisers and have made good. Some of them are good, some bad—but by considering them collectively and singly we can deduct some positive principles which will help us materially in next year's work on the dealer's clerk.

Perhaps the great underlying obstacle in working on the dealer's clerk is the difficulty of achieving any lasting result. By that I mean the tendency of the dealers' clerks to change about from one store to another, from

one line to another, from one department to another. Every Monday morning thousands of clerks take up their new duties, and every Saturday just as many thousands leave their positions to enter into other duties, taking with them some advertiser's perfectly good education.

This, then, must be the first consideration in undertaking a campaign on the clerk. How shall the condition be met? There are two answers to the question in the mass of correspondence received by PRINTERS' INK from its readers. One is from the methods of Johnson & Johnson, Van Raalte and others. They boil all their clerk education down into a compact sales manual and furnish it to the store clerks through their salesmen, who are required to report when a dealer adds new clerks. The other is to build up and educate a list of steady clerks of the fixture type, leaving it to them to educate the floaters. This is the method used by Igleheart Brothers, makers of Swansdown Cake Flour, who have had unusually good results along this line.

GETTING THE NAMES OF "LIVE" CLERKS

There are two things necessary in getting a good list of "live" clerks, applying to the grocery business as well as the sewing-machine business. Some definite, prearranged plan must be submitted to the dealer if he is to provide the names, so that he can know just what use you intend to make of them. Whatever this plan is it should deal with the *line* more than the product. A grocer, for example, with twenty-five kinds of soap on his shelves will not enthuse over a plan to teach his clerks how to switch demand from one brand of soap to an-

other, but he will welcome a plan for educating his clerks to sell more soap. The second essential is an effective selling argument; for illustration, the argument of the Swansdown people that every package of cake flour a clerk sells also means the sale of other ingredients.

"Think of the actual avenues of profit that this well-known requisite opens up for you," suggests the Swansdown circular. "There are almost no end of them. You've got spices, extracts, eggs, chocolate, butter, baking-powders to sell her. She has come into your store—she has shown a receptive mood, so to speak—she has indicated that she considers your store the best one in the neighborhood to trade at. And by simply calling her attention to the other high-grade specialties you have in stock, you invariably sell her more than Swansdown flour. You pave the way to making her a permanent, profitable customer."

This argument, backed by a direct appeal for the names of clerks in the form of a blank, invariably secures over 50 per cent responses for Igleheart Brothers. To these dealers and their clerks is sent a book called: "Story of Swansdown Cake Flour and How to Sell It." This book is not unlike the clerks' booklets issued by the Armstrong Cork Company, Michigan Stove Company and others which have already been described in PRINTERS' INK.

PLAYING UP THE ADVERTISING IN MANUAL

One point about this Swansdown manual worth mentioning is the skillful manner in which the magazine advertising is introduced and played up from the clerk's point of view. This chapter is headed "How to Gain Attention," and goes fully into the opportunity the salesperson has to base his approach on the wide publicity the manufacturers are giving this product. As the manuals are expensively gotten up they are not sent out to the clerks without taking the precaution to send a letter, and a follow-up.

These letters are on attractive offset letterheads. One of them is reproduced here:

We want to help you raise your salary. The enclosed "*Sales Secrets*" will show you how. Study carefully every point mentioned in the booklet and keep it with you.

Pay particular attention to items on pages 8 and 12 and look over the enclosed material being sent to your customers.

By mastering the points mentioned in "*Sales Secrets*" you can increase your sales, you can show your employer you can sell more goods and are more valuable to him, and increased wages will take care of themselves.

Yours for sales efficiency,
IGLEHEART BROTHERS,
Per Austin Igleheart.

P. S.—You will receive from us a sample package of Swansdown Cake Flour. Have a Swansdown Cake made from it.

The Johnson & Johnson clerks' instruction-book is, of course, more technical in character, and this company has the advantage of working on a class of clerks that are reasonably sure to stay in the work for many years to come. Their book is narrow, so that it can conveniently be carried in the pocket, yet long enough to allow for elaborate illustration. It is forty-eight pages and cover, and is fitted with a patent hanging device so that after the clerk has read it he can hang it up in the store for reference purposes.

To detract from the "axe to grind" flavor, Johnson & Johnson shrewdly had Frank Farrington, a merchant and writer on trade subjects, prepare the introduction. It sounds better than to have the introduction by the company, and, too, it permits saying a few things that might otherwise be difficult for the company to voice. The following quotation from the introduction will prove suggestive, as well as illustrate how the matter was handled by Farrington:

"It is quite a good many years since I began 'clerking' in a drug store, but I haven't forgotten what hard work it was for me to sell goods. Why, it was almost months before I got to where I did not dread to see a customer come in unless it was someone I knew well. And as for trying to sell something the customer did



Good Taste

Many advertisers desire especially to illustrate their product among surroundings that imply elegance and smartness. This is not easy to do well. It takes more than a Russian deerhound and a country club background to make the real thing.

We have been very successful in making advertising illustrations that suggest modern social life—governed by good taste and discretion.

CHARLES DANIEL
FREY
COMPANY

Advertising Illustrations

104 South Michigan Boulevard
CHICAGO

FACTORY EXECUTIVE WITH SALES PROMOTION ABILITY

Sometimes you hear men say they "can't find the right man." Here's the right man for somebody and you can get him while he's young.

He's a thoroughly practical factory man with such breadth of vision along salesmanship and advertising lines he feels that he doesn't get full capacity out of himself as superintendent of a branch factory where he has so systematized things there is little for him to do; and he's just 27.

Here's his story. Born in a family of furniture manufacturers, he got grounded early in the principles, working first vacations and Saturdays in his father's factory while going through school. Since leaving college has taken every job in succession and has taken it seriously—common labor, machine department, cabinet work, finishing and packing. Then the office, shipping, book-keeping, purchasing and cost-keeping—especially cost-keeping.

Has run a branch factory for 6 years as superintendent. He has standardized every operation—has even standardized each day's work.

Meanwhile he has done work along advertising and selling lines which has broadened his outlook and whetted his appetite for an opportunity to build a merchandising career on the basic foundation of his factory experience.

He is a sixfooter, rugged, mentally alert, the clean-cut type, thoroughly American, bristling with energy. It is unusual to have a chance to pick a man so equipped and trained. Not now out of a job or likely to be. There are too many in his own family ahead of him in his present factory for him to feel content to do work that requires only a portion of his capacity. He wants to get into an organization where there is a wider range for his faculties. A chance to develop outweighs present remuneration.

It's worth while writing a letter to find out more fully whether this is not just the man you need for your organization. To be put in touch with him, address

H. M., Box 157

Care Printers' Ink, New York City.

not ask for, I had no more idea of how to do that than I had of where *cephaelis ipecacuanha* grew.

"And I had to dig it all out for myself, the knowledge of selling, not the ipecac. That was before a fellow could send a postal card to some enterprising house like Johnson & Johnson and get back a book that would tell him how to become a successful salesman and a prosperous druggist. In those days—and don't think it was too long ago—there was not much in the way of helpful business literature. Even the trade-papers had not yet found out how to be really valuable to their readers, at least not in the way they are to-day."

INTERESTING CLERK IN BIG PRINCIPLES

An equally suggestive point about the Johnson & Johnson manual is that it does not bear down on elementary selling features, but rather brings these in incidentally and plays up the more significant things which the clerk should know. This helps to sell the manual to the clerk who has been in the business long enough to get pretty well acquainted with the first principles, a class which might be easily passed up without careful handling of the matter in the book. A good illustration of this treatment is seen in the following excerpt, from the chapter entitled: "Know Hygiene of the Mouth!"

You, as a resourceful clerk, will realize the importance of connecting your store with the various "Hygiene of the Mouth" movements. Dental clinics everywhere, the teaching of "Hygiene of the Mouth" in the schools, the wide discussion of the subject in the press and the activity of the eleemosynary organizations have resulted in a public awakening to the necessity of taking better care of the teeth.

Tie your store up with such a movement in your town and you will control the sale of dental articles there.

If the Board of Education in your city or town has not taken up the subject of teaching the proper care of the teeth to the school children, try to interest the members of the Board, point out to them what is being done in other cities and start an agitation in your local newspaper.

If the Board has joined in the popular movement, see that your store is

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

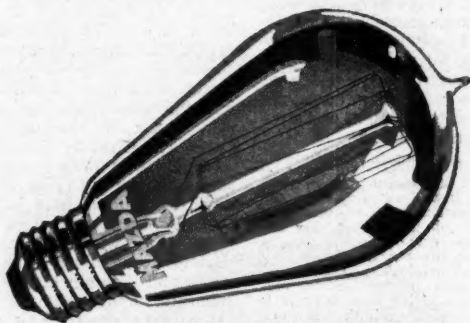
Takes the place of 280 County weeklies at 1-10 the cost. Great saving in book-keeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

MAZDA

"Not the name of a thing, but the mark of a service"

MAZDA Service is the hub—
MAZDA lamp manufacturers
the spokes—in the wheel of
incandescent lamp progress



—The Meaning of Mazda—

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trade mark is the property of the General Electric Company. :: :: :: ::



RESEARCH LABORATORIES OF
GENERAL ELECTRIC COMPANY

prominent in its support. Use your windows and your counter displays and your advertising space to tie up with it. Become an authority on the subject. Do not hesitate to make recommendations to the Board. Make your position so positive that the Board naturally turns to you for advice as to supplies. **THEN SELL.**

Of course, it is not always desirable or wise to overlook the ABC's of retail selling in a clerk's manual, but if the need for this is felt it would be well to get out a separate booklet. The Swansdown people, for instance, get out a little vest-pocket booklet entitled "Sales Secrets," which they pass around to clerks who want it. This book deals entirely with salesmanship. No mention is made, except in the signature, of the product in whose interest the book is issued.

DEALERS LIKE THIS LITTLE MANUAL OF SELLING HINTS

Igleheart Brothers have passed out several thousand of these little books, and, according to Austin Igleheart, they feel the return in good will has paid for it many times. For advertisers in other lines who might be interested in getting out a similar book we quote a few paragraphs to better illustrate the treatment:

KNOW WHAT IS ADVERTISED

The store's advertisements don't sell goods, they just draw people to the doors, with certain wants or curiosities. Yours is the job to see that they are satisfied. The customer in the store is worth two on the street. While they are there don't overlook the opportunity to sell them other articles, and the particular item for which they came.

Sell your customer all that she can conveniently use, but don't overload her. If you can sell six bars of soap for a quarter, why should she only buy one for a nickel? You may lose the sale of the other five bars, if she gets out of your store without them.

It is good salesmanship to say pleasing things if they are truthful. Don't flatter or gush. Practice the indirect compliment, it is a part of the fine art of selling, such as, "a good cook can not use better shortening than this."

Make a friend for the store with every purchase.

"Sales Secrets" is one plan that can be profitably used in getting a product established in the clerk's good graces. Furthermore, it makes an ideal good-will winner for the salesmen to pass

around—a big element in work of this sort. It also gives the salesman an opening which enables him to get in some valuable missionary work for the product. So important do some manufacturers consider this good-will work that they supply salesmen with acceptable novelties. The H. J. Heinz Company, for example, furnishes men with attractive pencil clips, and the Oneida Community uses little vest-pocket price-cards for the same purpose.

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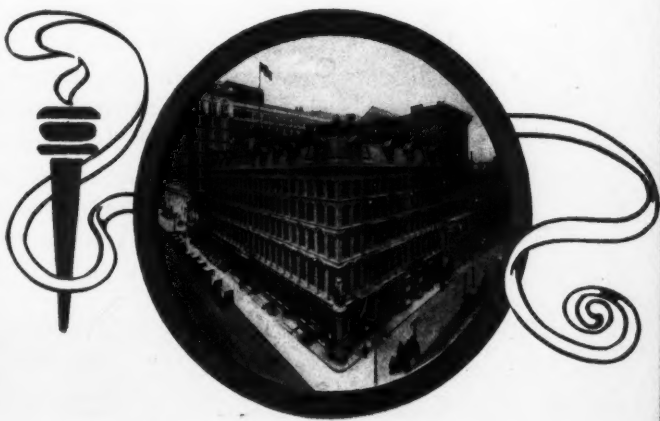
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LONDON TIMES- PUBLIC LEDGER

Cable and Mail Service





To Advertisers!

This world-wide news service is merely one more instance of the manner in which the Ledgers serve Philadelphia. The amazing power and scope of the service, its exclusiveness, and the advantage it will confer on the Ledger, will strengthen reader interest and demonstrate anew that the Ledger does command Philadelphia's concentrated purchasing power. The rates are unusual—30 cents a line for the combination of the Ledgers, morning and evening, 180,000 strong.

THE LEDGERS

The Papers That Serve Philadelphia

Circulation Plans That Sell Ads as Well as Text Contents

"The Heart Test Is in Scoring Sales Results for Advertisers"

By H. K. Fisher

Circulation Manager, Hill Publishing Company, New York

WHAT is a successful circulation plan? Why not make a perfectly frank definition and say that it is a plan that ultimately sells advertised goods, material and equipment for the advertiser; if it does not do this it is a successful failure.

The heart test, the acid test of its value, is its ability to score sales results.

If a circulation plan can assume a personality and worry and think, it will worry and think about sales results for the advertiser.

It will not unduly concern itself over the quantity of subscriptions, but will worry over the quality of subscriptions secured.

It will not excessively agitate itself over renewal percentages, whether they are high or low, knowing a low percentage of renewals may simply mean that non-buying subscribers have been willingly allowed to drop off the list, with a consequent drop in the renewal percentage; to be replaced on the list by buying subscribers, with a consequent gain toward ultimate sales results for the advertiser.

The real test of the value of a subscription list to an advertiser is its probable sales-producing results, not its renewal percentage showing, not its inquiry-producing results, not its quantity showing.

If this successful circulation plan can have a personality and can argue and demonstrate, it will demonstrate that its paper is taken, is read from cover to cover, advertising as well as reading pages, by men who buy; and that the selling talk that sells subscriptions to these men is one that

tends surely to make them use the advertising pages and leads them to buy from the advertiser.

Having, therefore, the machinery for getting buying subscribers and the department to classify and identify them, the successful circulation plan ought to take one step more toward inducing these buyers to buy, toward securing sales results for the advertiser.

WHAT THE SALES TALK SHOULD DO

That step should be taken through the medium of the subscription sales talk—the written sales talk and the spoken sales talk used by the mail-order department and by the field soliciting force in selling both new and renewal subscriptions.

That sales talk should sell every advertising page as well as reading page in every issue of the paper for the entire subscription year.

That sales talk should be one that will intensely interest the subscriber, not only in the reading pages of the paper and in its editorial policy, but also in its advertising pages and its advertising policy.

"Advertising matter in a paper used to be considered as a sugar-coated pill, sugared over with the reading matter, and an excuse was offered for having any advertisements at all." Of course, that was back in the dark ages. Good, live advertising is now appreciated because it deals with matters of vital interest.

It is appreciated, most assuredly! It is read now, certainly!

But what a successful circulation plan is after is sales results for the advertiser—greater sales results than secured under old circulation plans, and those results will come when greater in-

Address, Oct. 26, before Convention of Associated Business Press, New York.

FACTORY EXECUTIVE WITH SALES PROMOTION ABILITY

Sometimes you hear men say they "can't find the right man." Here's the right man for somebody and you can get him while he's young.

He's a thoroughly practical factory man with such breadth of vision along salesmanship and advertising lines he feels that he doesn't get full capacity out of himself as superintendent of a branch factory where he has so systematized things there is little for him to do; and he's just 27.

Here's his story. Born in a family of furniture manufacturers, he got grounded early in the principles, working first vacations and Saturdays in his father's factory while going through school. Since leaving college has taken every job in succession and has taken it seriously—common labor, machine department, cabinet work, finishing and packing. Then the office, shipping, book-keeping, purchasing and cost-keeping—especially cost-keeping.

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GERMAN WEEKLY
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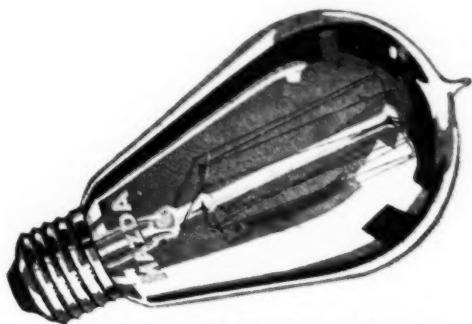
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RESEARCH LABORATORIES OF
GENERAL ELECTRIC COMPANY

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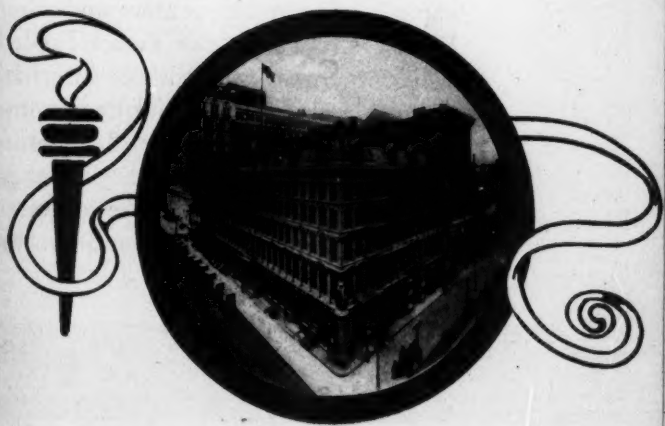
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LONDON TIMES-
PUBLIC LEDGER
Cable and Mail Service





The Public Ledger World-wide news

The Public Ledger has bought the greatest and most exclusive news service in the world. By an arrangement with the London Times, the Ledger secures the Times' entire cable and mail service.

This includes international news of the capitals, diplomatic centers and chancelleries of the world; the Times Trade Supplements, with analysis of international financial and commercial developments; the Times Engineering Supplements, reflecting the revolutionary change in Britain's industries and the opportunity afforded American capital and commerce.

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BUSINESS ADMINISTRATION



World Ledger's News Service



Added to these will be the features which the Northcliffe press has stamped on English journalism, particularly the contributions on timely topics from writers of world-wide fame—men such as Kipling, Conan Doyle, Hilaire Belloc, Bernard Shaw, etc.

The Times' weekly Literary Supplement, long recognized as the foremost critical review of the world's literature, is another part of this unequalled service, making in all, the greatest news service innovation American newspaper readers have yet been offered.



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THE LEDGERS

The Papers That Serve Philadelphia

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If a circulation plan can assume a personality and worry and think, it will worry and think about sales results for the advertiser.

It will not unduly concern itself over the quantity of subscriptions, but will worry over the quality of subscriptions secured.

It will not excessively agitate itself over renewal percentages, whether they are high or low, knowing a low percentage of renewals may simply mean that non-buying subscribers have been willingly allowed to drop off the list, with a consequent drop in the renewal percentage; to be replaced on the list by buying subscribers, with a consequent gain toward ultimate sales results for the advertiser.

The real test of the value of a subscription list to an advertiser is its probable sales-producing results, not its renewal percentage showing, not its inquiry-producing results, not its quantity showing.

If this successful circulation plan can have a personality and can argue and demonstrate, it will demonstrate that its paper is taken, is read from cover to cover, advertising as well as reading pages, by men who buy; and that the selling talk that sells subscriptions to these men is one that

tends surely to make them use the advertising pages and leads them to buy from the advertiser.

Having, therefore, the machinery for getting buying subscribers and the department to classify and identify them, the successful circulation plan ought to take one step more toward inducing these buyers to buy, toward securing sales results for the advertiser.

WHAT THE SALES TALK SHOULD DO

That step should be taken through the medium of the subscription sales talk—the written sales talk and the spoken sales talk used by the mail-order department and by the field soliciting force in selling both new and renewal subscriptions.

That sales talk should sell every advertising page as well as reading page in every issue of the paper for the entire subscription year.

That sales talk should be one that will intensely interest the subscriber, not only in the reading pages of the paper and in its editorial policy, but also in its advertising pages and its advertising policy.

"Advertising matter in a paper used to be considered as a sugar-coated pill, sugared over with the reading matter, and an excuse was offered for having any advertisements at all." Of course, that was back in the dark ages. Good, live advertising is now appreciated because it deals with matters of vital interest.

It is appreciated, most assuredly! It is read now, certainly!

But what a successful circulation plan is after is sales results for the advertiser—greater sales results than secured under old circulation plans, and those results will come when greater in-

Address, Oct. 26, before Convention of Associated Business Press, New York.

terest is aroused in the advertising pages, when the advertising pages are more thoroughly read, and they will be more thoroughly appreciated, more thoroughly read and studied, if they are as carefully explained, as actually sold as are the reading pages.

Most men use what they buy. Sell, therefore, actually sell, the advertising pages to your subscribers, and they will use them as a buying medium.

The reading pages are, of course, the life-blood of the paper, the very heart of it. In its reading pages its editors have established its reputation and authority in its field, and have suited the treatment of various subjects to the needs and interests of its various readers.

The right kind of a sales talk sells the reading pages on their merit, and sells them because they are worth to the reader all and more than he pays.

But if the reading pages are the heart, the life-blood of the paper, are not the advertising pages its sustaining body? May we not at least call them the lungs of the paper, considering that most papers draw the very breath of their financial existence through them? And do they not also help to establish the reputation, the authority of the paper? Do they not instruct, educate, post up to the minute the reader on material and equipment? Are they not suited to all the individual needs of the various subscribers?

The right kind of a sales talk will sell the advertising pages and will sell them on their merit! And will sell them because they are worth to the subscriber all and more than he pays.

The advertiser has a right to expect that you will sell the advertising pages to his possible customers, and they can be sold.

If, in the reading section of your paper you have articles of special interest to a certain class of readers, you will surely call them to the special attention of those readers; if then you have also in your advertising section advertisements of special interest

to a certain class of readers, is it not for their interest? Do you not owe these readers a duty to call their special attention to this advertising?

Say to your sales organization: Make your sales talks suitable to each individual. Study the equipment needs of each individual, and discuss with them the advertisements of such equipment as is necessary to his work. Classify your subscription prospects thoroughly by profession, by occupation, and again under the industries in which they are employed. Study the equipment and material needs of each particular industry, making your sales talk, as fitted to that industry, of instructive value to your prospects.

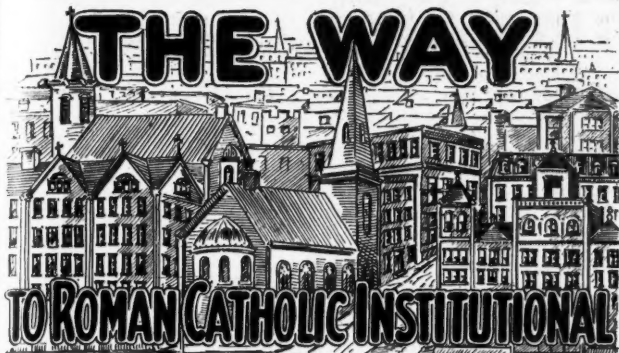
Do not remain hypnotized by the belief that it is not good form to sell goods or subscriptions unless you do it a certain way.

Do not hypnotize yourself by the belief that big men won't stand for anything except a certain kind of sales argument.

Do not fear to ruffle the dignity of these big men. You can talk to a big man in the same way you talk to a little man, if you will only talk common sense.

The successful circulation plan will show the new reader how to get service out of the advertising pages! It will reinterest the old reader in these pages! It will not only list buyers, but will show them how and where to buy. The successful circulation plan will co-operate with the service department in ascertaining the pulling power and the attractiveness of copy in securing information for copy, in finding out where certain equipment is used and how satisfactorily it does its work, and where equipment is used in a particular situation to make a striking advertising story for the advertiser's benefit. It will co-operate with the advertising department in finding out for the advertiser's benefit where equipment has been sold through advertising, and whether directly or indirectly through an agency or jobber. It will also ascertain what equipment or material the reader would like to see advertised, and why.

THE WAY



OPPORTUNITY

BUYERS

WITH THE RIGHT VEHICLE THE REST IS EASY



THE HEADS OF EVERY ROMAN
CATHOLIC SEMINARY, COLLEGE,
ACADEMY, SCHOOL, HOSPITAL,
HOME AND ASYLUM IN THE
UNITED STATES ARE ON

**TRUTH MAGAZINE'S
SUBSCRIPTION LIST. ♦**

**AUDIT BUREAU OF ♦♦
CIRCULATIONS AUDIT
SUPPLIED ON REQUEST.**

**JOHN J. O'KEEFE, PRESIDENT
TRUTH MAGAZINE, INC.**

**412 EIGHTH AVE.,
NEW YORK.**

**IN ADDITION THERE ARE 70,000
CATHOLIC FAMILIES—A REFINED CULTURED HOME
PEOPLE, WHO PAY \$2.00 A YEAR IN ADVANCE
FOR TRUTH MAGAZINE ♦**



Firestone

Buick
The Voice of the Majority

Chicago-New York
20 HOURS
THE BEST WAY
ANY DAY

Morton Salt

The
"Company" We Keep

We are just as proud of our patrons as the manufacturer who sells a high-grade product to careful buyers is proud of his. Even in business, one never gets over being known by the "company" one keeps.

The fact that this advertisement—as will others—shows we are in good business company will present to you at least one reason for permitting us to tell you about a service of breadth and efficiency that enables us to number such concerns among our associates in advertising.

Taylor-Critchfield-Clague Company
CHICAGO

New York Boston Detroit
Minneapolis

Vaseline
Bigger - Better - More Power

LISTERINE
For Mouth Hygiene

HANSEN GLOVES

Uncle Sam Suffers by Comparison as an Advertiser

Federal Government Has Never Advertised to Anything Near the Extent of Recent Canadian Campaigns—Many Departments of the Government Might Use Paid Advertising to Advantage

Special Washington Correspondence

WHY is it that the United States Government is so far behind Canada in advertising what this country has to offer? Frankly, comes the answer from Washington, because the United States Government, or more correctly speaking, the United States Congress is not sold on advertising as the Dominion authorities seem to be.

Almost the sole advertising, worthy of the name, that Uncle Sam has done has been the limited liner and display work designed to induce enlistment in the Army and Navy and that is, of course, distinctly a "help wanted" proposition that does not touch the larger aspect of the subject—the possibilities of advertising the resources of the country and the services the Government has to offer. The situation with the Government is very much the same as with the average international exposition, such as the recent one in San Francisco. The one, like the other, is controlled by men who in their private business experience have had ample evidence that advertising is a wise and profitable investment. But when it comes to spending the public money or the community money, as the case may be, they seem to lose the perspective. There is more or less talk about a paid advertising campaign, but when it comes to a show-down we find the men in official position falling back on the old press-agentry and free publicity.

Officials at Washington would have us believe that they are sold

* See article entitled "The Advertising Campaigns of the Canadian Government" in PRINTERS' INK for Oct. 26.



The Greatest Medium in America

Extending through the most prosperous industrial section of New England, via the **NEW YORK, NEW HAVEN & HARTFORD R. R. AND CENTRAL NEW ENGLAND RAILWAY**

Car and Station Poster Advertising

reaches millions of people at the **Height of Prosperity**—never in a more responsive mood to buy your products.

TRAINS PASS THROUGH OVER 800 CITIES AND TOWNS. POSTERS FACE TRACKS on stations of these 800 cities and towns—all Buzzing with Prosperity.

11 x 21" Car Cards in the cars and one sheet and three sheet posters at stations.

New York — Connecticut — Massachusetts — Rhode Island.

For rates and full particulars address

GEO. W. ROEBLING, Inc.
50 CHURCH ST., NEW YORK

Telephone, 8480 Cortlandt

Annual Buyers' Special for JANUARY

Acceding to the request of several of our advertisers we will issue the first of January, 1917, what will be known as the "Annual Buyers' Special."

The Buyers' Special will contain various departments relating to improvements of motor cars, accessories, trend of automobile construction, special touring stories by well known authors, motoring fashions for men and women, winter comforts, such as robes, gloves, foot-rest heaters, hood and radiator covers, and other devices that make for comfort during the winter months.

There will be other departments that will make the January issue the most interesting from the reader's standpoint we have ever issued.

Guaranteed 60000 Circulation

The editorial, pictorial and art policy will be extended to such a degree that the Buyers' Special will be unusually attractive as an advertising medium.

WE GUARANTEE: that the circulation will not be less than 60,000 copies—that it will circulate in every State in the Union—that there will be no news-stand sales—that each copy will be mailed direct to 60,000 homes of actual car owners and dealers—that there will be absolutely no returnable copies.

Put American Motorist on your advertising schedule and carry the gospel of your product to the homes of our 60,000 readers. Make your reservations as soon as possible and send us your copy early to assure good positions, especially if you want two colors.

AMERICAN MOTORIST

Riggs Bldg., Washington, D. C.
Member of the Audit Bureau
of Circulations

on advertising and that the blame rests with Congress. Discussing, a few days ago, what Canada has done, as revealed in **PRINTERS' INK**, Stephen T. Mather, Assistant to the Secretary of the Interior and chief boomer of our national parks, said: "If **PRINTERS' INK** can induce Congress or John D. Rockefeller or any other philanthropist to give us \$100,000 to be used in advertising the national parks, nothing would please us better. We are just waiting for a chance to invest such an appropriation."

CHARITY OFTEN SUPPLIES THE GOVERNMENT ITS ADVERTISING

It does not require Mr. Mather's suggestion to bring it home to many people that Uncle Sam is in a most ignoble position—the greatest spender among the nations virtually accepting charity for its advertising. In proof, witness the fact that the "National Parks Portfolio," the one big piece of advertising for the public playgrounds, has been paid for by private interests. The railroads of the country chipped in toward a fund of \$43,000 that has just been used to publish an edition of some 280,000 of the portfolios and, to make matters worse, we have the spectacle of Senators and Representatives in Congress each accepting his "allotment" of the portfolios for free distribution under his frank to his constituents, just as though the portfolio were a Government document. To be sure, each railroad that contributed has had its share of the edition, but that the supply has not been enough to go around is evidenced by the fact that some of the roads are now printing, at their own expense, reprints of the portions in which they are directly interested, getting what prestige they can from the announcement that this is the Government's official publication.

The situation as regards the advertising of the national parks may be accepted as typical of the whole Federal institution insofar as it indicates the obstacles to paid advertising. It has been virtually impossible, to date, to in-



HE management of THE IRON AGE announced—

in its issue of October 26, 1916, that all available advertising space in the issue of January 4, 1917, had been taken and that no further reservations for that particular number would thereafter be accepted.

A large volume of advertising continues to be offered daily for publication in the January 4th issue.

We repeat, therefore, our former statement that this issue is completely up to its full limit and positively cannot be increased by the addition of another page.

We keenly appreciate the high tribute to the importance and worth of THE IRON AGE and greatly regret that conditions are such that no further reservations can be made.

THE IRON AGE

Member of the A. B. C.

239 West 39th Street
NEW YORK CITY

Automobile Manufacturers

are recognized as among
the shrewdest buyers of
advertising space.

For the purpose of
reaching the buyers of
automobiles in

BOSTON

they have formed the
habit of using first page
positions (the highest
priced) in the

Evening Transcript

For Quality the Boston
Transcript is the Best
Medium in New England.

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duce Congress to appropriate for advertising as such. The Interior Department recently put out an illustrated pamphlet, "Glimpses of Our National Parks," which is an out-and-out advertising booklet if there ever was one. But was that authorized in specific terms? Not a bit of it. That booklet was paid for out of the departmental printing appropriation and it is referred to, doubtless, in official routine, merely as a bulletin or departmental publication.

GOVERNMENT DOCUMENTS THAT
NEED STRONG ADVERTISING

A most striking example of how Uncle Sam waits for the other fellow to advertise what he ought to advertise himself is afforded by the situation with respect to the thousands of valuable publications on sale at "Uncle Sam's Mail-Order Book Store"—the unique catalogue house that operates under the name, The Superintendent of Documents. Some six or seven years ago Congress was induced to make an appropriation of about \$2,000 per annum, for two years running, to advertise the popular-priced reference-books put out under Uncle Sam's imprint. The fund was spent, the first year in magazine display and the second year in newspaper classified, and both classes of mediums yielded satisfactory returns, but Congress could never again be induced to spend a cent on this class of advertising, although it spends tens of thousands of dollars a year in giving away free this self-same class of books to people who don't ask for them, don't want them, and don't appreciate them—the latter possibly because they get them for nothing.

It has remained for certain magazine publishers, in this same connection, to afford an object-lesson as to what advertising would do for the Government. Various periodicals, including the *Ladies' Home Journal*, *Collier's Weekly*, *World's Work* and *Mothers' Magazine* have been donating display space to advertise selected Governmental pub-

The Syracuse Situation *As It Is* THE HERALD

the HOME paper of
Central New York leads
in HOME circulation
and HOME advertising

During First Nine Months
of 1916 THE HERALD
broke all previous ad-
vertising records for a
similar period, printing
more local display and
classified advertising
(six days a week as well
as seven) than any other
Syracuse newspaper

- more department store
- more ready-to-wear
- more pure food
- more real estate

*For detailed information
address*

N. M. SHEFFIELD SPL. AG'CY
Tribune Bldg. Heyworth Bldg.
New York Chicago

Cuba is rich — Cuba is buying.

If you want to sell
your wares in Cuba,
advertise in the

HERALDO DE CUBA

The National Daily

Circulation, 32,000 Copies

(An increase of 500% in 3 years)

Double that of its nearest
competitor.

**The only Cuban paper
that guarantees its cir-
culation and gives trade
cooperation to its adver-
tisers.**

**Covers the Island — 420
effective agencies out of
580 postoffices.**

**Reaches every day, includ-
ing Sunday, the families
that control the Repub-
lic's purchasing power.**

**Cuba's present sugar crop
is the largest in her his-
tory; nearly \$300,000,000.**

**Merchandizing data about
the Island furnished by**

Heraldo de Cuba

New York Office

No. 1 B'way, New York City

(Rates on application)

Recognized Agencies Protected

*Do you know that 70 per cent. of
Cuba's 2,467,883 population is white
and that 850,000 persons are engaged
in gainful occupations?*

lications likely to interest their readers and have offered to supply these through their own "readers' bureaus" or information bureaus located at Washington. These magazines have gone farther in "showing how." They offer to take postage stamps in payment for books, a convenient form of remittance which Uncle Sam will not accept. Has this advertising moved the goods? Well, a single insertion in the *Ladies' Home Journal* and *Collier's* of an advertisement of the book on "Fifty Common Birds" has just about cleaned out an edition of 10,000. And the head of the Document Office said to PRINTERS' INK this week: "If only Congress would give us money to advertise our publications we would multiply the business of this office manyfold. You can surmise what that would mean, as we received 1,600 orders in one mail the other day."

At the office of the Comptroller of the Treasury (the Federal official who has the final say as to whether or not every bill shall be paid) it is explained to PRINTERS' INK that the failure of Congress to appropriate specifically for advertising is the reason why Government advertising is restricted virtually to calls for bids and similar routine notices. Most Congressional appropriations are definite in purpose and the Comptroller has to interpret their application rather narrowly. For example, he does not feel, under ordinary circumstances, that he can sanction the use for advertising purposes of the printing appropriation which is allotted to each executive department. As matters stand, what is spent for advertising by any branch of the Government usually has to be spared from the fund for "contingent expenses" or "miscellaneous expenses" and the demands on such funds are always so numerous and extensive that it is out of the question to set aside enough money for an extensive advertising campaign, even if the officials were willing to risk the undertaking without express authority from Congress.

To "Sleeping" Investors

Do you own Securities that show you a loss? Are you posted as to the securities you own or those you intend to purchase?

Financial experts have estimated that 90% of the losses in investments are either due to ignorance in buying or neglect in watching securities.

What some people consider luck is usually knowledge.

To educate the average investor, to guide him in the purchase of his securities, to keep him posted as to subsequent developments is the mission of The Magazine of Wall Street.

Written in popular style and in non-technical language easily understood by the layman, The Magazine of Wall Street has developed thousands of inexperienced buyers of securities into successful investors.

What The Magazine of Wall Street has done for others it can do for you. Send us your subscription today.

FEARLESS - FORWARD LOOKING - FORTNIGHTLY

THE MAGAZINE OF WALL STREET

Vol. 1 No. 1
OCTOBER 12, 1935

The Election and the Market
Foreboding News and Bright Outlook from Security Values
By THOMAS L. HENNINGSEN

Holding Companies
What They Are and How They Operate
By HENNINGSEN HOLLING

Rise in Standard Oils
By J. WHEAT

How To Select a Bond
By WILLIAM T. CHAMBERS

Industrial Leaders William C. Durant
By BARNARD POWERS

Ohio Shows Its Power Investments
"Big Power" Revisited
Ohio Cities Gas
Has Cities Covered Head?

Machinery of Wall Street
Situations in Wheat
Market Outlook

The Bargain Indicator On Industrials

THE PRACTICAL INVESTORS' MAGAZINE
Fifteen Cents

Features of this ISSUE

Has the Stock Market forecasted the Election?

Why Holding Companies are formed. How to judge them.

The great market strength of Standard Oil stocks.

Outlook for stock dividends. Prominent issues tabulated.

What the average investor can do to select bonds wisely.

How to gather information.

A new industrial leader. His personality, his ideas and ideals.

New chain store companies. Pugh Stores, Acme Tea, S. H. Kress, and Jewel Tea.

The Big Four Railroad and its securities.

What caused the 100 per cent appreciation in value of Ohio Cities Gas?

The Machinery of Wall Street. The natural corner in wheat. The latest situation in cotton.

The Bargain Indicator and Investment Digest; containing every price affecting development regarding hundreds of different securities.

SPECIAL SUBSCRIPTION OFFER

\$1 will bring you this issue by return mail and 7 more issues—one every other Saturday for the next 4 months, 8 issues in all—filled with money-making facts and valuable, independent, forecasting financial information.

THE MAGAZINE OF WALL STREET

Dept. K 2

42 Broadway, New York

The Largest Circulation of Any Financial Publication
Write for Details and Rates

You Cannot Afford to Neglect the Newspaper Los Angeles Prefers



Government Statement

116,143

Daily average net paid circulation for
six months ending Sept. 30, 1916 **116,143**

Daily average net paid circulation for
six months ending Sept. 30, 1912 **56,954**

An Increase in four years of . 59,189

This increase is more than the total circulation of the EVENING HERALD'S afternoon competitor.

The total circulation of the EVENING HERALD exceeds the combined circulation of all afternoon competitors.

The advertiser using the EVENING HERALD makes a wise investment.

The advertiser neglecting the EVENING HERALD makes a mistake!

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How "Battery Bill" Was Made to Avoid the Fate of "Sunny Jim"

The Story of the Edison Storage-Battery Campaign

By Henry Lee

Vice-Pres. and Treas., Simmons-Boardman Publishing Co., New York

IN going over some of the success stories of advertising to the steam-railway field, I recall several that could be mentioned. I might tell you of a campaign wherein a manufacturer who is selling several products advertised the least of these to the railway field, and it became his greatest seller; or the story of the manufacturer who, advertising a lamp or signal for indication purposes, suddenly found an entirely new and undeveloped field that has since become a splendid business; or the story of a machine-tool manufacturer who, by a change of copy and direct literature, secured unusual results; or of still another—a dust-guard manufacturer—who revived a dead issue and is slowly building up a good business because of fearless though diplomatic copy.

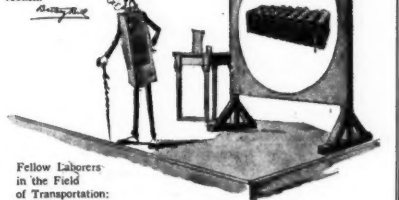
But I shall confine my remarks to just one campaign—a campaign that discarded at one throw most of the accepted principles of technical-copy presentation. The product is the Edison storage battery, made by the Edison Storage Battery Company, of Orange, N. J.

In the first place, I want to give you the foundation upon which this campaign was built. The Edison storage battery is different from every

other storage battery in existence. It is evolutionary, in that it employs as active materials nickel hydrate and iron oxide, instead of lead; has an alkaline solution instead of an acid; has a steel container instead of glass, rubber or fibre. It is, therefore, very rugged, lighter in weight, more compact and, of course, highly efficient; and in the end it is a cheap battery to purchase. Compared with the lead cell, however, the alkaline cell was young and being evolutionary in a way, it had to travel for a

"Some men are penny wise and 2000 pounds foolish."

—B. Lee



Fellow Laborers in the Field of Transportation:

BACK in the sixteenth century, Robert Burton said: "Penny wise and pound foolish." Today, in the opinion of the officials of over 100 railroads, the road which fails to use Edison Storage Batteries in train lighting and signal service, is "penny wise and 2000 pounds foolish."

Benjamin Franklin, who was some electric sharp, having discovered in 1752 that lightning is a discharge of electricity, remarked: "Experience is a dear school." Wendell Phillips stated: "Experience is a safe light to walk by, and he is not a rash man who accepts success in the future by the same means which secured it in the past."

Which, gentlemen, is but another way of adding whether it is better to head around or around some pounds per use for a time, and then buy your own experience; or to profit at once by the experience of those hundred railroads who use Edison Batteries, and buy Edison Storage Batteries now, thus reducing battery operating and maintenance cost to a minimum.

Look that query square in the face. Remember that it costs money to haul weight of any sort, and that every pound saved must effect a saving in your operating expense. Remember there are single railroads that show annual savings of \$400,000 ten miles annually from the use of the Champion Light Weight Battery of the World.

Here are facts, as true as steel, like the Edison Storage Battery, which assure Savings in Weight (see page 11 of our New Booklet), Savings in Maintenance and Operation (see page 13) and Long Life and Absolute Reliability. All of which reasons, and others which have caused the use of Edison Batteries by a host of a thousand railroads, will be found in the new booklet prepared for your use, entitled "Train Lighting Batteries, Edison."

You need this book, gentlemen; it shows how you can save a ton for every mile each of your passenger cars travels. Get that? Then Get It.

Edison Storage Battery Co.
Factory and Main Office, Orange, N. J.

DISTRIBUTORS IN
New York Boston Chicago Detroit Washington
San Francisco Los Angeles Seattle New Orleans

Address before New York Convention of the Associated Business Press.

THIS TECHNICAL TRADE-CHARACTER IS SUBORDINATED TO THE PRODUCT ADVERTISED—EVEN HIS CANE SPELLS "EDISON"

short time the difficult up-hill road which nearly always is the lot of new products. The advertising started with a vigor that was rare. Month after month full pages were used in commercial papers and pages, two, four, six, eight and up to sixteen pages were used at one time in technical and trade papers.

The result of this intensive campaign was to create the impression that a *new* evolution in storage-battery practice was a reality. For some reason none of this big-drive advertising was done in steam-railroad papers. Since this first publicity, however, this company has used front covers occasionally and full pages every issue in at least three railroad publications, appealing to the electrical, signal and operating divisions of railroads. The copy, judged by the standards of technical advertising copy, was, generally speaking, good. The several sales-points were taken individually and analyzed from the reader's viewpoint. Unquestionably, the copy made its impression and was read, for gross sales constantly climbed. But it must be admitted that its value lay in its educational and publicity effect rather than in direct or immediate results.

This was the situation up to last spring. It seemed desirable to introduce a brand of copy—nobody knew exactly what—that would compel not only attention, not only thorough reading, but in addition force the reader to remember what he had read and to discuss it by word of mouth with his fellow railroaders. In other words, something had to be done to popularize this technical product in a professional field.

Thus it came about that several members of our service department, personally conducted by the advertising manager of the Edison company, made a thorough inspection of the plant. Several days were spent upon a tabulation of all available factors, and when it seemed that the problem was getting desperate, an idea hit one of the men one morning, as he was riding in an elevated train

to the office, to begin his day's duties. Before submitting his ideas to the staff for consideration and defense, he had the foresight to have the artist design the character and prepare two or three pieces of copy which graphically presented the idea. We all "fell" for it, and, with a few changes, a four months' campaign was planned and prepared.

TRADE-CHARACTER ILLUSTRATES THE PRODUCT

Thus was born Battery Bill; a trade-character and a technical one, too. Battery Bill is not merely a hit-and-miss character, designed to draw attention to an advertisement. Far from it! His body is the shape of an Edison battery; in fact, Battery Bill is an exact reproduction of an Edison battery, plus head, legs and hands, and be it said that until this campaign began there were those who did not know that the Edison battery was any different in shape from the lead container.

The first piece of copy was purely an introduction of Battery Bill. The copy contained this significant paragraph:

"We take pleasure in introducing Battery Bill to the railway world. He will call on you soon. He expects to meet railway officials face to face; he hopes to be able to talk with presidents, vice-presidents, and with other members of the official family, and so on to all the men down the line."

And that is exactly what Battery Bill did. The copy appears in the form of a weekly report to his boss. His first letter shows the results of his call upon the president of a road and winds up to say that the president had dictated a letter to another official asking why they were not using Edison storage batteries, and that next week he was going to call upon the man that received the letter. And so he goes down the line, calling on and interviewing the various men who received the president's query, with notes and queries from their higher officers.

Within six hours after the first piece of copy appeared, one of the Edison salesmen made three calls



Trade Investigations

The Power, Alexander & Jenkins Company is equipped to make Trade Investigations in any town, city, county, state—or the entire nation, if necessary.

Within a reasonable length of time we can furnish a manufacturer with a complete charting of his or his competitors' distribution.

We can tell him where competition is making the greatest inroads—what methods this competition is using—and how it can best be combated.

We can supply information from the standpoint of Jobber, Retailer, Consumer—or all three combined

As previously stated, we can conduct such investigations on a large scale or a small one. And in each instance, *the data will be thoroughly accurate.*

That is the point that we want to emphasize—*accuracy.*

Some Trade Investigations, you know—particularly the “free ones”—are anything but reliable. They are conducted by men who lack experience in this kind of work and very frequently represent nothing more than “symposiums of opinion.”

Being superficial, such “investigations” are worth precisely nothing. That, perhaps, is why they are given away or “thrown in” with something else.

We never “throw in” any of our investigations.

We charge for the work from the time it starts until the final reports are written up and delivered to our client.

A Power, Alexander & Jenkins Trade Investigation is probably expensive—but it is worth every dollar that we ask for it.

Power, Alexander & Jenkins Company

General Advertising

DETROIT

Cuba is rich — Cuba is buying.

If you want to sell
your wares in Cuba,
advertise in the

HERALDO DE CUBA

The National Daily

Circulation, 32,000 Copies

(An increase of 500% in 3 years)

Double that of its nearest
competitor.

The only Cuban paper
that guarantees its cir-
culation and gives trade
cooperation to its adver-
tisers.

Covers the Island — 420
effective agencies out of
580 postoffices.

Reaches every day, includ-
ing Sunday, the families
that control the Repub-
lic's purchasing power.

Cuba's present sugar crop
is the largest in her his-
tory; nearly \$300,000,000.

Merchandizing data about
the Island furnished by

Heraldo de Cuba

New York Office

No. 1 B'way, New York City

(Rates on application)

Recognized Agencies Protected

Do you know that 70 per cent. of
Cuba's 2,467,883 population is white
and that 850,000 persons are engaged
in gainful occupations?

lications likely to interest their readers and have offered to supply these through their own "readers' bureaus" or information bureaus located at Washington. These magazines have gone farther in "showing how." They offer to take postage stamps in payment for books, a convenient form of remittance which Uncle Sam will not accept. Has this advertising moved the goods? Well, a single insertion in the *Ladies' Home Journal* and *Collier's* of an advertisement of the book on "Fifty Common Birds" has just about cleaned out an edition of 10,000. And the head of the Document Office said to PRINTERS' INK this week: "If only Congress would give us money to advertise our publications we would multiply the business of this office manifold. You can surmise what that would mean, as we received 1,600 orders in one mail the other day."

At the office of the Comptroller of the Treasury (the Federal official who has the final say as to whether or not every bill shall be paid) it is explained to PRINTERS' INK that the failure of Congress to appropriate specifically for advertising is the reason why Government advertising is restricted virtually to calls for bids and similar routine notices. Most Congressional appropriations are definite in purpose and the Comptroller has to interpret their application rather narrowly. For example, he does not feel, under ordinary circumstances, that he can sanction the use for advertising purposes of the printing appropriation which is allotted to each executive department. As matters stand, what is spent for advertising by any branch of the Government usually has to be spared from the fund for "contingent expenses" or "miscellaneous expenses" and the demands on such funds are always so numerous and extensive that it is out of the question to set aside enough money for an extensive advertising campaign, even if the officials were willing to risk the undertaking without express authority from Congress.

To "Sleeping" Investors

Do you own Securities that show you a loss? Are you posted as to the securities you own or those you intend to purchase?

Financial experts have estimated that 90% of the losses in investments are either due to ignorance in buying or neglect in watching securities.

What some people consider luck is usually knowledge.

To educate the average investor, to guide him in the purchase of his securities, to keep him posted as to subsequent developments is the mission of The Magazine of Wall Street.

Written in popular style and in non-technical language easily understood by the layman, The Magazine of Wall Street has developed thousands of inexperienced buyers of securities into successful investors.

What The Magazine of Wall Street has done for others it can do for you. Send us your subscription today.

FRANKLIN - FORWARD LOOKING - FORTNIGHTLY

THE MAGAZINE OF WALL STREET

The Election and the Market
 Presidential Vote and Stock Market Open Security Values
 by THOMAS L. CLARK

Holding Companies
 What They Are and How They Operate
 by HENRIETTA BOLLING

Rise in Standard Oils
 by J. W. McALLISTER

How To Select a Bond
 by WILLIAM T. CHURCH

Industrial Leaders William C. Durant
 by BARBARA POWERS

Ohio Street Is Paid Investment
 "Big Power" Indicated
 Ohio Cities Gas
 Ohio Cities Gasplant

Observations of Its Order Clerk
 Machinery of Wall Street
 Situation in Wheat
 Market Outlook

The Bargain Indicator On Industrials

THE PRACTICAL INVESTORS' MAGAZINE
 Fifteen Cents

Features of this ISSUE

Has the Stock Market forecasted the Election?

Why Holding Companies are formed. How to judge them.

The great market strength of Standard Oil stocks.

Outlook for stock dividends. Prominent issues tabulated.

What the average investor can do to select bonds wisely.

How to gather information.

A new industrial leader. His personality, his ideas and ideals.

New chain store companies. Pugh Stores, Acme Tea, S. H. Kress, and Jewel Tea.

The Big Four Railroad and its securities.

What caused the 100 per cent appreciation in value of Ohio Cities Gas?

The Machinery of Wall Street. The natural corner in wheat. The latest situation in cotton.

The Bargain Indicator and Investment Digest; containing every price affecting development regarding hundreds of different securities.

SPECIAL SUBSCRIPTION OFFER

\$1 will bring you this issue by return mail and 7 more issues—one every other Saturday for the next 4 months, 8 issues in all—filled with money-making facts and valuable, independent, forecasting financial information.

THE MAGAZINE OF WALL STREET

Dept. K 2

42 Broadway, New York

The Largest Circulation of Any Financial Publication
 Write for Details and Rates

You Cannot Afford to Neglect the Newspaper Los Angeles Prefers



Government Statement

116,143

Daily average net paid circulation for
six months ending Sept. 30, 1916 **116,143**

Daily average net paid circulation for
six months ending Sept. 30, 1912 **56,954**

An Increase in four years of . 59,189

This increase is more than the total circulation of the EVENING HERALD'S afternoon competitor.

The total circulation of the EVENING HERALD exceeds the combined circulation of all afternoon competitors.

The advertiser using the EVENING HERALD makes a wise investment.

The advertiser neglecting the EVENING HERALD makes a mistake!

How "Battery Bill" Was Made to Avoid the Fate of "Sunny Jim"

The Story of the Edison Storage-Battery Campaign

By Henry Lee

Vice-Pres. and Treas., Simmons-Boardman Publishing Co., New York

IN going over some of the success stories of advertising to the steam-railway field, I recall several that could be mentioned. I might tell you of a campaign wherein a manufacturer who is selling several products advertised the least of these to the railway field, and it became his greatest seller; or the story of the manufacturer who, advertising a lamp or signal for indication purposes, suddenly found an entirely new and undeveloped field that has since become a splendid business; or the story of a machine-tool manufacturer who, by a change of copy and direct literature, secured unusual results; or of still another—a dust-guard manufacturer—who revived a dead issue and is slowly building up a good business because of fearless though diplomatic copy.

But I shall confine my remarks to just one campaign—a campaign that discarded at one throw most of the accepted principles of technical-copy presentation. The product is the Edison storage battery, made by the Edison Storage Battery Company, of Orange, N. J.

In the first place, I want to give you the foundation upon which this campaign was built. The Edison storage battery is different from every

other storage battery in existence. It is evolutionary, in that it employs as active materials nickel hydrate and iron oxide, instead of lead; has an alkaline solution instead of an acid; has a steel container instead of glass, rubber or fibre. It is, therefore, very rugged, lighter in weight, more compact and, of course, highly efficient; and in the end it is a cheap battery to purchase. Compared with the lead cell, however, the alkaline cell was young and being evolutionary in a way, it had to travel for a

—“some men are penny wise and 2000 pounds foolish.”



Fellow Laborers in the Field of Transportation:

BACK in the sixteenth century, Robert Burton said: “Penny wise and pound foolish.” Today, in the opinion of the officials of over 100 railroads, the road which fails to use Edison Storage Batteries in train lighting and signal service, is “penny wise and 2000 pounds foolish.”

Benjamin Franklin, who was, some electricians say, having discovered in 1752 that lightning is a discharge of electricity, remarked, “Experience is a dear school.” Wendell Phillips added, “Experience is a safe light to walk by, and he is not a rash man who expects success in the future by the same means which secured it in the past.”

Which, gentlemen, is not another way of asking whether it is better to haul around one thousand extra pounds per car for a time, and then pay your own experience; or to profit at once by the experience of those hundred railroads who use Edison Batteries, and buy Edison Storage Batteries now, thus reducing battery operating and maintenance cost to a minimum.

Look this query square in the face. Remember that it costs money to haul weight of any sort, and that every pound saved must effect a saving in your operating expense. Remember there are single railways that alone mount savings of \$4,000,000 per annum annually from the use of the Chuggen Light Weight Battery of the World.

Here we learn, as true as steel, like the Edison Storage Battery, which saves Savings in Weight (see page 11 of our New Standard Savings in Maintenance and Operation (see page 12) and Long Life and Absolute Reliability. All of which reasons, and others which have caused the use of Edison Batteries by a tenth of a thousand railroads, will be found in the new booklet prepared for your use, entitled “Train Lighting Batteries, Edison.”

You need this book, gentlemen: it shows how you can save a ton for every mile each of your passenger cars travels. Get that? Then Get It.

Edison Storage Battery Co.
Factory and Main Office, Orange, N. J.

DISTRIBUTORS IN
Chicago Detroit Washington
New York Boston Los Angeles Seattle New Orleans
San Francisco

Address before New York Convention of the Associated Business Press.

THIS TECHNICAL TRADE-CHARACTER IS SUBORDINATED TO THE PRODUCT ADVERTISED—EVEN HIS CASE SPELLS “EDISON”

short time the difficult up-hill road which nearly always is the lot of new products. The advertising started with a vigor that was rare. Month after month full pages were used in commercial papers and pages, two, four, six, eight and up to sixteen pages were used at one time in technical and trade papers.

The result of this intensive campaign was to create the impression that a new evolution in storage-battery practice was a reality. For some reason none of this big-drive advertising was done in steam-railroad papers. Since this first publicity, however, this company has used front covers occasionally and full pages every issue in at least three railroad publications, appealing to the electrical, signal and operating divisions of railroads. The copy, judged by the standards of technical advertising copy, was, generally speaking, good. The several sales-points were taken individually and analyzed from the reader's viewpoint. Unquestionably, the copy made its impression and was read, for gross sales constantly climbed. But it must be admitted that its value lay in its educational and publicity effect rather than in direct or immediate results.

This was the situation up to last spring. It seemed desirable to introduce a brand of copy—nobody knew exactly what—that would compel not only attention, not only thorough reading, but in addition force the reader to remember what he had read and to discuss it by word of mouth with his fellow railroaders. In other words, something had to be done to popularize this technical product in a professional field.

Thus it came about that several members of our service department, personally conducted by the advertising manager of the Edison company, made a thorough inspection of the plant. Several days were spent upon a tabulation of all available factors, and when it seemed that the problem was getting desperate, an idea hit one of the men one morning, as he was riding in an elevated train

to the office, to begin his day's duties. Before submitting his ideas to the staff for consideration and defense, he had the foresight to have the artist design the character and prepare two or three pieces of copy which graphically presented the idea. We all "fell" for it, and, with a few changes, a four months' campaign was planned and prepared.

TRADE-CHARACTER ILLUSTRATES THE PRODUCT

Thus was born Battery Bill; a trade-character and a technical one, too. Battery Bill is not merely a hit-and-miss character, designed to draw attention to an advertisement. Far from it! His body is the shape of an Edison battery; in fact, Battery Bill is an exact reproduction of an Edison battery, plus head, legs and hands, and be it said that until this campaign began there were those who did not know that the Edison battery was any different in shape from the lead container.

The first piece of copy was purely an introduction of Battery Bill. The copy contained this significant paragraph:

"We take pleasure in introducing Battery Bill to the railway world. He will call on you soon. He expects to meet railway officials face to face; he hopes to be able to talk with presidents, vice-presidents, and with other members of the official family, and so on to all the men down the line."

And that is exactly what Battery Bill did. The copy appears in the form of a weekly report to his boss. His first letter shows the results of his call upon the president of a road and winds up to say that the president had dictated a letter to another official asking why they were not using Edison storage batteries, and that next week he was going to call upon the man that received that letter. And so he goes down the line, calling on and interviewing the various men who received the president's query, with notes and queries from their higher officers.

Within six hours after the first piece of copy appeared, one of the Edison salesmen made three calls



Trade Investigations

The Power, Alexander & Jenkins Company is equipped to make Trade Investigations in any town, city, county, state—or the entire nation, if necessary.

Within a reasonable length of time we can furnish a manufacturer with a complete charting of his or his competitors' distribution.

We can tell him where competition is making the greatest inroads—what methods this competition is using—and how it can best be combated.

We can supply information from the standpoint of Jobber, Retailer, Consumer—or all three combined.

As previously stated, we can conduct such investigations on a large scale or a small one. And in each instance, *the data will be thoroughly accurate.*

That is the point that we want to emphasize—*accuracy.*

Some Trade Investigations, you know—particularly the “free ones”—are anything but reliable. They are conducted by men who lack experience in this kind of work and very frequently represent nothing more than “symposiums of opinion.”

Being superficial, such “investigations” are worth precisely nothing. That, perhaps, is why they are given away or “thrown in” with something else.

We never “throw in” any of our investigations.

We charge for the work from the time it starts until the final reports are written up and delivered to our client.

A Power, Alexander & Jenkins Trade Investigation is probably expensive—but it is worth every dollar that we ask for it.

Power, Alexander & Jenkins Company

General Advertising

DETROIT

SPECIALIZE *for Results*

LESS than half of the 600 odd Industrial Advertisers using TEXTILE WORLD JOURNAL under yearly contract sell *only* to textile mills. The others are in the general industrial field but know that the way to sell the textile industry is to *specialize*. The JOURNAL is being used even to reach the mill power house. Engines, valves, transmission, lubricants, paint and the entire list, too lengthy to mention, are more successfully sold to textile mills through the JOURNAL than by any other medium. Why? Because this is a highly specialized industry and the JOURNAL meets its technical requirements better than any outside publication ever could hope to. And always bear in mind that the American textile industry ranks second in capitalization, purchasing power, value of product and first in horsepower.

Ask for a copy featuring Power and Engineering.

Textile World Journal

Member Audit Bureau of Circulations

New York Boston Philadelphia Chicago Greenville

and in each instance was greeted with a "Hello! Battery Bill." After the third call he went back to the office and wanted to know why everybody was calling him Battery Bill. And to this day that is a common greeting from prospectives and customers. Can you imagine a better condition of mind to have your prospective in than that? To lay aside whatever is on their desks or minds, and reflecting the efficient advertising, as it were, say, with a grin, "Hello! Battery Bill!" The time is theirs!

Another instance: A certain official had complained somewhat inconsistently that he didn't think much of that kind of nonsense—referring to the copy, of course. But he *had* cut out the entire Battery Bill series and saved them, and he *had* read them all, and he *did* give the salesman an order.

PROOF THAT THE ADVERTISING IS REMEMBERED

I believe that most of the early prejudice resulting from a lack of precedent and dignity in this campaign has been overcome. At least, the comments would so indicate. A recent startling comment of this nature came a few days ago from a very conservative corner of large railroad activity. This gentleman said: "The first thing I do when I get my paper is to find out what Battery Bill is doing this week"; and a little later on he said: "I recall one very trite expression made several months ago which was 'some men are penny wise and 2,000 pounds foolish.'" For your information, let me add that an Edison train-lighting set is 2,000 pounds lighter than the lead battery. Referring to the above axiom, which was slightly distorted for advertising purposes, let us add that this was said in a June daily advertisement, four months ago. That's getting it remembered! The business of that road alone is worth thousands of dollars.

In the convention issues of the *Railway Age Gazette*, Battery Bill takes the platform and gives a series of characteristic lectures.



The Cream of Jersey Population

living in Northern New Jersey in 200 cities and towns in the Suburban Zone can be reached via

Erie Railroad Car and Station Poster Advertising

The thriftiest and wealthiest people in the densely populated districts of New Jersey constantly go to and fro over the Erie R. R. lines.

Over 560 steam cars in the Suburban Zone will deliver your message day and night to a buying power that runs into hundreds of millions of dollars.

Also elaborate poster display faces tracks at 200 stations in Suburban Zone and 300 additional stations between New York and Chicago.

Our system really has no competitor as an advertising medium when it comes to covering rich and responsive North Jersey.

11 x 21" Car Cards in the cars—and one sheet and three sheet posters at stations.

For rates, maps and full particulars address

GEO. W. ROEBLING
50 CHURCH ST., NEW YORK

Telephone, 8480 Cortlandt

—when you make up your schedules—

It is difficult, sometimes, to determine just which is the leading paper in each field, but when you make up schedules for your clients who have a commodity particularly in demand by bakers, use **BAKERS WEEKLY**, with

**The Largest Circulation
in the Baking Field—**

**7,750
COPIES WEEKLY**

and you can't go wrong. The devotion of our editorial columns to the prime interests of the baker has established a one-ness between subscriber and publisher that is remarkable for a trade journal.

- we carry the largest volume of advertising.
- we carry the greatest number of exclusive accounts.
- we have the largest number of correspondents.
- we regularly have on our staff the largest number of technical writers.

We Have the Facts

Advertising agents should have complete data pertaining to **BAKERS WEEKLY** on file for quick reference—data that prove our claims.

*Let us send you our book of
results, rate card, and latest
A. B. C. statement.*

BAKERS WEEKLY

41 Park Row New York

Member Audit Bureau of Circulations

Throughout the series he adapts his arguments to the atmosphere of the convention.

I haven't the time to relate all the details that went into making this campaign a success, so I will call your attention to one detail that is very important. I refer to the cane that Battery Bill carries. You will notice that the shank of this cane spells "Edison," and that after the first few advertisements the cane is always somewhere in the illustration. This came about in this way, and is one of those details that make for the complete success of an advertising campaign: Soon after a number of these advertisements had appeared, a salesman of a competing storage battery told one of our staff that he was being called Battery Bill. Recalling the advertising of "Sunny Jim," our service staff was again assembled. All remembered Sunny Jim, but only one knew what he advertised, and recalling also that "Sunny Jim" advertising had been heralded as a failure, the question was propounded as to whether we were now advertising Battery Bill, Edison storage batteries, or just storage batteries. We thought we had eliminated all three of these doubts before the first piece of copy was submitted, and it seemed even now that there was no doubt about the advertising of storage batteries, although the name of the Edison company always appeared in the copy one or more times. But to make double-barreled sure we gave Battery Bill the cane and made him use it in every possible way. We have not heard similar comments.

WHAT THE ADVERTISING HAS ACCOMPLISHED

I want to say a word about the cost of this copy, which included an expense of about 66 per cent of the actual cost of the space in which it appeared. One of our greatest problems with advertisers is getting a proper appreciation of illustrations. This campaign has justified this large art and engraving expense.

To sum up, the Edison campaign can be said to have accom-

SAVE THIS PAGE

This is how

The Independent

is now pulling for the Elliott
Addressing Machine Company:

(COPY)

October 5, 1916.

Mr. Karl V. S. Howland, Publisher,
The Independent,
119 West 40th Street,
New York, N. Y.

Dear Mr. Howland:

Copy and layout just received for our second page looks well and I believe it should keep up the good work.

Results from our first page have been really remarkable and we are struck by the number and high class of the inquirers.

I am pleased to advise that we commenced last week to get signed orders for Elliott equipments due to the advertisement in your magazine.

Please note corrections in copy to bring out strongly the use of the Elliott by Sears Roebuck and Montgomery Ward.

Yours truly,

ELLIOTT ADDRESSING MACHINE COMPANY,

Burliegh E. Smart,

New York Manager.

**Try it yourself! A fine issue to use is
our Office Efficiency Number of Novem-
ber 20. (Send copy by November 8.)**

A NEW WAY

To Sell Goods Cheaper Than Ever

George S. Coleman, the Inventor of the Life-Like Baseball Player Machine, has given to the world another stroke of genius. Think of a show window display, water color scene, portraying any subject.—A regular Motion Picture without the aid of a projecting machine.

READ

"After examining your window advertising apparatus I wish to say that it is by far the best direct silent salesman I have ever seen, and it is the best drawing card for any kind of merchandise. I am,

"IRVING SCHWARZ,

"Display Manager, R. H. Macy & Co."
(Copy.)

Special Pictures made, or from an assortment of five different stock models (offering big space for the advertiser). Exclusive right to users under a lease, with guarantee service by us at normal rental price per day.

Write today for detail of the Greatest Silent Salesman for the window, ever created by man.

COLEMAN LEASING CORPORATION

110 West 34th Street, New York

Know a Man Who Can Advertise Household Goods?

If you are the man, or think you know the man, write me. This company's product is famous. The national advertising is well taken care of by an agency. What is needed principally is a man who can help dealers and their salesmen, directly and through our travelling men, to increase their sales. A man now looking after the advertising for some successful instalment house would have very valuable experience for this position. Salary would probably delight a young comer and satisfy a man with good record.

If you are the man or have anyone to propose, obey that impulse and drop me a note or a memo.

Manufacturer in New York State.

"A. E." Box 160, Care Printers' Ink

plished the following results:

(1) The advertising has been sold to the sales organization. They believe in it and they feel that they have something they can discuss with the trade.

(2) The advertising is being read and more than that,

(3) It has the human element injected in such a way that it is being remembered.

(4) It is being talked about. Any right advertising that provides a subject for conversation in the trade is pretty good publicity.

(5) It provides a good entrée for salesmen. We all know of concerns that are spending literally thousands of dollars to educate their salesmen on the "proper approach," or, in other words, the immediate adaptation of the salesman's mind to the mental condition of the customer. If through advertising the customer's mind can, to some extent, be harmonized in advance with that of the salesman, instead of the other way around, it is a worthwhile advantage.

This, then, was a voyage into the sea of advertising, with the trip charted and a destination point in sight. The Battery Bill ship arrived. Incidentally, upon arrival, Battery Bill resigned. I have a grave suspicion that he has been at study for months laying out another course, and I expect to see him sail soon upon a most unique trip in the history of advertising a technical product.

PREMIUMS

Manufacturers, Publishers, Sales Promoters, Advertising Agencies, can secure a premium for every need by writing International Premium Headquarters - - -

S. BLAKE WILLSDEN

Premium and Advertising Specialties
1606 Heyworth Building
CHICAGO, ILLINOIS

CATALOG HOUSES

With

Large Mailing Lists

Investigate Hall Service

*It embraces all the essentials that
are required to produce satisfactory
printing service on unusually
large contracts*

Average Production for 1915
OVER 80 TONS PER DAY

W. F. Hall Printing Company

*The World's Greatest Printers
of Catalogs and Magazines*

CHICAGO

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

Photo-Engraving

in all its branches

LENZ

PHOTO-ENGRAVING CO.

Printing Crafts Building
New York

THE advance in the price of paper has introduced new economic conditions in the preparation of advertising literature. The use of

Color Illustrations

will do much to offset the increase in the cost of paper by their superior selling value. Advertising directors will be interested in our service.

ZEESSE-WILKINSON CO.

Color Printers & Engravers
424-438 W. 33rd St., New York City

THE COLORPLATE ENGRAVING CO.

SCRIBNER BUILDING 311-319 WEST 43rd ST.

NEW YORK

J.E. RHODES President

Phone 4-460

4-461



QUALITY COLOR PLATES

Advertising Service

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly,

Feb. 28, 1916 THE ERICKSON CO."

THE GILL

ENGRAVING COMPANY

140 Fifth Ave.

New York

ELECTROTYPE SERVICE IN CANADA

SAVE the worry in getting your electros through the customs, as well as the duty, by having Your Canadian Electros made by us. Our prices are no higher than what you are paying now.

RAPID ELECTROTYPE COMPANY

OF CANADA

MONTREAL, TORONTO, and WINDSOR

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2-117-2-118-2-229

Best Equipped Plant in New York

Guarantees you finest plates at reasonable rates

FINE PLATES

*A good Picture
is worth a ...
Million Words*

ARTHUR BRISBANE

BEFORE THE ADVERTISING CLUB

THE STERLING ENGRAVING CO.

NEW YORK CITY

Artists - Engravers

200 WILLIAM ST.
TEL. 3-000 BEERMAN

10TH AVE. NR 36TH ST.
TEL. 3-000 BRISLEY

Our word is as good as
a U. S. bond.

Try us.

Metropolitan Art Craft Co.

2 Duane St.

New York

Telephone Beekman 4598

"THE KIND THAT'S FIT TO PRINT"

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

ASK

THE PUBLISHERS OF
HIGH GRADE PERIODICALS
WHO THEIR PRINTER IS. THEY
WILL PROBABLY TELL YOU
The Carey Printing Company

102 AVENUE AT 36TH STREET
NEW YORK

We do

ROTOGRAVURE PRINTING

Our Specialties
NEWSPAPER SUPPLEMENTS
MAGAZINE INSERTS
ADVERTISING BOOKLETS
SPECIAL FEATURES

Estimates Gladly Furnished

THE WATER COLOR CO., Inc.
263 Ninth Ave. New York
Advantageous Connection For Salesmen.
Commission Basis Only

"Lost in the Mails"

Can never happen to drawings, copy, cuts, proofs, etc.—if the parcel is labeled with **McCourt's Gummed Labels**

Insure safe delivery or prompt return. Perforated Rolls—ready to insert in typewriter—address is typed quicker than scrawled by hand; always neat—and legible to everybody.

There's big advertising value in McCourt's Labels—neat, attractive, representative. Cost no more than the old-style flat label. Get our prices—then ask your shipping clerk.

*New Label Book and Cabinet Catalog
Free to readers of Printer's Ink*

McCourt Label Cabinet Co., 54 Bennett St.
H. H. BLACK, President Bradford, Pa.

ADS

our claims to render service
are expressed in our work
—and in no other way.

Hurst & Hurst Co.

Typesetters to Advertisers

138 West 36th Street, New York
Telephone Greeley 5244

Typographic Service

for
Advertising Agencies exclusively

Especially equipped for
handling Advertising
Composition day and night

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK



is especially equipped to handle
and expedite orders for
high grade

Color Printing House Organs

and kindred work. Service—Best.

PRINTING CRAFTS BUILDING
461 EIGHTH AVE., NEW YORK CITY

EMBOSSING

"stands out"—An embossed cover
always stands out and makes your
catalogue out of the ordinary.

*We are specialists in
the embossing line.*

Walcutt Bros. Co.

141 East 25th St., New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 123 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 2, 1916

The Proper Handling of Inquiries

One of the standing grievances against manufacturers which is trotted out at dealers' conventions is "selling direct to consumers." Concerns of the highest rank are seldom offenders in this regard, but in many different lines there is a fringe of producers who do not hesitate to break faith with the dealer or the jobber when a particularly desirable consumer-order is within reach. The farmer who buys stock feed in car lots, the hotel whose purchases are lumped in sizeable quantities and many another large consumer can often find some manufacturer who is willing to find an excuse for selling direct. Probably it is not done on anything like so large a scale as is often represented, but, nevertheless, there is enough of it going on to make certain classes of dealers suspicious of all manufacturers' advertising. It is one of the minor difficulties which many concerns have to meet in persuading the dealer to whole-hearted co-operation with

the advertising. In some lines—stock foods, for example—it is a major difficulty.

It sometimes arises in connection with consumer-inquiries which are referred by manufacturers to dealers. Some dealers (fed on the suspicion above referred to) not only look askance upon the inquiries which actually are referred to them, but speculate upon the possibility of there being other, and better, inquiries which are not passed along. The manufacturer is in direct touch with the dealer's customers; is he turning over *all* of the active prospects, or is he reserving the choicest of them and selling them direct with a little longer profit for himself? Very few manufacturers, indeed, are so short-sighted as that, but only a few sporadic instances of it are enough to keep the suspicion alive.

Where such conditions exist they may have an important bearing upon the question of the proper handling of consumer-inquiries. Sometimes it may even be necessary to keep consumer-inquiries out of the hands of dealers altogether. The Barre Quarriers and Manufacturers' Association, for example, has found it so, and has adopted the policy of withholding inquiries, not only from the dealers in Barre granite monuments, but from the manufacturers themselves. The consumer is supplied direct with the educational literature on Barre granite, and with a list of the nearby dealers who handle it, but no one sees the inquiry except the secretarial staff of the association. There is absolutely no chance for the suspicion to get abroad that the association is playing favorites among the dealers, or that its members have any temptation to sell direct. "Of course, maximum efficiency in closing sales is not attained," writes Secretary H. P. Hinman to PRINTERS' INK, "but we are not seeking it, as our purpose is to educate the public to demand Barre granite." It is probable that the added good will of the dealers outweighs any advantage which might be gained by the at-

tempt to push matters through to a conclusion.

War Cries Without War Chests The significant discovery by the National Dairy Council that a war cry is futile unless it is backed by a war chest is one which some other associations we might mention would do well to ponder over. These associations may think that when they hold conventions, pass resolutions and make fiery speeches they are solving their problems, but they will find, as the National Dairy Council found, that before anything lasting or permanent can be accomplished in the way of influencing public habit there has got to be a well-filled war chest at the disposal of the publicity committee.

A case in point is the Florists' Telegraph Delivery Association which met in Chicago recently. This association has a war cry—it wants people to buy more flowers. Everybody present at the convention agreed to this at least. Where opinions differed was how to make people want more flowers. Something was said about an advertising fund of \$10,000, presumably for newspaper consumption, but, so far as PRINTERS' INK can learn, what the association is really planning is to raise a few thousand dollars with which to employ "a well-known Cleveland newspaper woman who knows how to put the stuff over."

Our advice to the florists' association, and all other associations that are listening to the press-agent bee buzz around, is, save your money. That method of publicity died a natural death shortly after the demise of its parent—Mr. Something-for-Nothing. There is a glowing opportunity to increase the per capita consumption of flowers by showing people when and how they can use more flowers, but it will require all the skill and experience of a trained advertising organization to do it. Also it will require several times ten thousand dollars. There are many national advertisers in the

country who spend more than that for one advertisement in one publication alone. If the florists of this country are really serious about increasing the use of flowers they should set out seriously to raise a war fund. Each of the seventy-five thousand florists, nurserymen and seedsmen in the country should put his shoulder to the wheel. Then when a sizeable fund has been raised get in touch with some reliable advertising agent who will be glad to advise how to put the fund to the best use. But don't try to dig the Panama Canal with a toy spade—as an advertiser in PRINTERS' INK puts it.

Cutting Down Dealer Mortality We believe it was President Patterson, of the National Cash

Register Company, who said that it cost the company from \$100 to \$500 to lose a salesman and train another to take his place. And much the same is true when it is a case of changing dealers. It is usually more profitable to hold an old dealer than it is to go out and get a new one, and a high mortality rate among dealers may run selling costs up to an abnormal figure without the cause being immediately apparent. Gross sales may be increasing; the sales force may be highly efficient; but if its time is largely spent in filling gaps in the ranks instead of increasing the sales efficiency of those already in line the results will be present, if not altogether apparent, in the balance-sheet.

Of course, there are certain causes of dealer mortality which are entirely beyond the control of the manufacturer; such as death, going out of business, etc. But on the other hand there are causes which, in probably the majority of cases, might be prevented or in large part mitigated by timely action on the manufacturer's part. An analysis of the reasons why dealers drop out, covering a considerable period of time, is likely to turn up some interesting facts, and show in what directions sales effort might most profitably be directed.

Such an analysis is represented by the following figures which refer to the dealer organization of the Sherwin-Williams Company, Cleveland. The chief causes for dropped dealers are stated, and opposite each is the percentage figure which shows its relative importance:

Cause	Per Cent
Out of Business.....	20
* Sales Below Requirements.....	20
Credit N. G.....	11
Transferred.....	10
* Undesirable.....	7
* Quit Our Line.....	7
* Quit All Paints.....	6
Bankrupt.....	5
Burned Out.....	4
Moved Away.....	2
Deceased.....	2
Reserved Town.....	2
Errors.....	2
Price-Cutters.....	1
Town Gone Dead, etc.....	1

The company has starved those causes which are within its power to control, and is taking vigorous steps to cut down the ratio of those who drop out because sales are below requirements, or because they drop the line, or drop all paints. The company is doing that, not by the "weeding out" process, which only perpetuates the evil, but by intensive work with the old dealer, helping him to develop into a healthy, self-supporting account. The analysis shows that one-fifth of all the dealers who drop out do so because their sales are not up to requirements. Instead of shifting all of the responsibility upon the dealer, the company assumes the lion's share of it, and through its retailers' service department is actively engaged in increasing the efficiency of those dealers it has, instead of filling their places with new accounts which may turn out no better, and the getting of which will certainly represent an added expense.

Millinery Ideas in Stove Selling

In speaking recently of his former experiences as a public accountant, N. A. Hawkins, general sales manager of the Ford Motor Company, referred to an instance where he was able to use in a stove-manufacturing

plant an idea that he received in a millinery business. Seeing nothing in common between the two industries, many people were unable to understand how a plan that had helped in a millinery house could be of any use to a stove manufacturer. Mr. Hawkins said that there was nothing strange about it. Most business principles are of universal application. A good idea discovered by a florist can probably be used by a hide-dealer. A plan that has worked well in one kind of business, with some modification, will often work just as well in a different kind of business.

This observation of Mr. Hawkins is particularly pertinent to the readers of PRINTERS' INK. Stories in PRINTERS' INK about the methods of one manufacturing business are constantly furnishing ideas to those in other lines, even to those way over on the other side of the industrial gamut. Articles about selling bricks have suggested plans that have been adapted by food manufacturers. Furriers have been able to make use of the machinery-man's plans. There is nothing more pliable than an idea. It may have been conceived to meet a problem in the business of a box manufacturer. Twist it around a little and it may solve an entirely different kind of problem for a man marketing a textile.

The science of business is becoming more exact because the modern business man is willing to share his discoveries with others. To think that a man has no worth-while information to impart to those outside his line is to shut off the great source of ideas.

Plans of New York Club's Copy Division

The Copy Division of the New York Advertising Club held its first Smoker and Reconnoiter meeting on the night of October 23. Richard Waldo, chairman of the Advisory Council, addressed the meeting. Committees were appointed and plans discussed for the winter activities of the Copy Division. The next meeting will be held at the Club house, November 13, from six to eight o'clock.

1916 Christmas Shopping
Money will fill cash drawers
to over-flowing.

LIFE'S Christmas Annual
will influence generous
proportions in the direction
of its advertisers.

The 25 cent Annual on
sale from coast to coast
promptly December 5th.

Forms close
November 10th to 17th.

No extra charge for space.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

--advertisement composition

TO be original in copy is only one part of an advertisement. Getting originality and selling power into type and cuts without the loss of dignity to the advertiser is a big job. Our compositors work from practical layouts made by Mr. Gilbert P. Farrar who has a national reputation as a display expert. Mr. Farrar's conceptions utilize the best adapted mechanical methods and are based on sound advertising experience.

ARROW PRESS, Inc.

Day and Night Service

320 West 39th Street NEW YORK
Telephones: Greeley 329, 330, 331

*Advertisement
Composition*

*Direct-By-Mail
Literature*

Booklets

Catalogs

House Organs

Follow-Up Material

The

Gugler

Advertising

Letter

Have

You

Seen

It?

The Gugler Lithographic Co.
Milwaukee, U. S. A.

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Department Store Investigates "What Sells Goods"

"Copy-writers, myself included, are inclined to write for effect," said A. B. Freeman, advertising manager of Gimbel Brothers, of New York, in speaking before the meeting of the New York Advertising Club on Thursday of last week. "They like what listens good and not what simply tells a story," he said. "Striving to be clever, or original, or to do something different, is what spoils much copy. Advertising that succeeds is the kind that has something to tell and does it in the shortest and most convincing way possible."

To illustrate his point that it is not always necessary to do a lot of talking or writing to sell goods, he told of an investigation that was conducted in different departments of the store. Of fifty women who came in to buy a trunk, forty-six of them were seriously interested in only one point about the article. They were easily satisfied as to size, make, wearing qualities and price of the trunk they wanted, but they were especially concerned about the durability and the "workability" of the lock.

Of fifty women who visited the store to look at coffee-percolators, the larger proportion of them seemed more interested in whether or not the glass top would break easily than they were in any other feature of the device.

Every one of the fifty women who expressed an interest in children's wash suits were apparently more anxious to find out if the suits could be ironed easily than they were in learning about other features that a mere male would think more important.

These results show the copy-man how to proceed. He can deal quickly and briefly with all the chief selling points and then emphasize the feature that most buyers seem to be interested in.

Mr. Freeman said that the advertising manager of a department store has to deal daily with more irreconcilable human elements than any other person in the world. With 150 buyers, of every conceivable temperament and of every degree of culture and ability, all clamoring for favored attention, the advertising manager's chief asset is his ability to stick unflinchingly to his programme and still remain good-natured.

Brooklyn "Eagle" Is Seventy-five Years Old

The Brooklyn *Daily Eagle* was seventy-five years old last week and in celebration of the event it presented at the Academy of Music on Thursday a pageant in seven episodes depicting the history of the newspaper. At the conclusion of the pageant gold medals were presented to Col. William Hester, the president of the newspaper, with sixty-four years of service, and William H. Sutton, with seventy-two years of service. Seventy-two employees of the *Eagle* who had been with the paper from twenty-five to forty-nine years received silver medals.

Telephony

THE AMERICAN TELEPHONE JOURNAL

"The world's oldest and greatest telephone paper"

which comprises *Telephony*, *American Telephone Journal*, *Telephone Weekly*, *Telephone Magazine*, *Telephone Securities*, *The Telephone and Sound Waves*, will change its general style with the November 11th issue.

This concentrated publication strength guarantees advertising efficiency and economy of expenditure.

Agencies and advertisers, who are desirous of breaking into this tremendously developed industry which is a big consumer of office equipment, auxiliaries and supplies, motor-cycles, motor trucks, besides the regular telephone accessories should investigate "the business plan" which it offers.

Telephony

THE AMERICAN TELEPHONE JOURNAL

J. R. HASTIE

Vice-Pres. and Adv. Mgr.
53 W. JACKSON BLVD. CHICAGO



You Can Use Those Movie Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

W. H. STAVENHAGEN CO., Inc.
331 FOURTH AVE., NEW YORK
Telephone, 6420 Madison Square

The following is taken from a letter of one of the largest, if not the largest, shoe houses in the United States.

"Our experience with

PHYSICAL CULTURE

has proven that it is loyally supported by its readers. This makes it a valuable advertising medium."

Couldn't you advertise profitably in a magazine that is "loyally supported by its readers"?

New York Office: Flatiron Building
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

Data Book of Direct Advertising

You Need It Every Day in the Year!



THE only book of its kind ever published. When you see it you will wonder how you ever got along without it. It has the facts, data and figures you need every day in direct advertising and sales planning.

Sent to you postpaid for \$1 on our money back offer. Send \$1 today and get the book you need most.

SEND FOR THIS BOOK

The Buckley-Dement Mail Advertising Data Book is an encyclopaedia of direct advertising—the only one. It is a reference book for your desk and for sales conferences. Filled with figures and condensed facts. The figures and facts you need. Tells you about all lists—where to get them. "The ten advantages of mail selling," given in this book are alone worth your dollar. Enables you to estimate prospects and established quotas and save time of salesmen. It will vitalize your direct advertising. It will cut cost of your selling.

Send To-day. Your check is good. Read any page in the book. If you don't think it worth \$1 your money will be returned. Send to-day.

BUCKLEY, DEMENT & CO.

Mail Advertising Service

605 So. Clark St., Dept. B, Chicago, Ill.

Why Some Dealer Helps Are Not Used

FREDERICK & NELSON, INC.
Dry Goods, Furniture

SEATTLE, Oct. 16, 1916.

Editor of PRINTERS' INK:

To "do my bit" toward the securing of more results from money spent for dealer helps I offer the following thought for consideration.

This firm annually receives from manufacturers "dealer help" booklets and pamphlets in quantities running to the tons, and totaling several hundreds of dollars in value.

I can conservatively say that at least eighty or eighty-five per cent of these helps are "scrapped" as soon as the consignments are opened, because lacking in one particular, which while patently insignificant to the great majority of manufacturers, is nevertheless very important from our point of view.

Briefly: the great majority of dealer helps are sent unsolicited, express or freight prepaid by the maker, and without reference to our requirements in the matter of "imprint."

Any old type is good enough for our signature—often the name is misspelled, and just as often the ink does not harmonize with that in the body of the folder, or the imprint is badly placed.

As a matter of fact, most representative retail houses will not distribute literature of any kind that does not bear their imprint in a form approved and standardized by them.

The remedy is simple. Let the maker submit sample of booklet, with request for signature cut, and estimate of quantity that can be used.

R. E. MORGAN,
Advertising Manager.

Board of Health Would Pass on Returned Goods

The furniture, carpet and upholstery trade of San Francisco is interested in an ordinance, according to the *American Carpet & Upholstery Journal*, to be enacted prohibiting merchants from sending certain goods to prospective customers on approval and accepting the return of such merchandise without first obtaining the permission of the Board of Health. The term "merchandise" applies particularly to wearing apparel, mattresses and other bedding, and all materials generally known and designated as dry goods.



Hold Up! Read This!
Let us show you lantern slides "utterly different".
Samples on request.
Columbia Slide Co.
21 S. Fifth Ave. Chicago

Printing Papers of Excellence

Clarke & Company
225 Fifth Avenue
New York

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

Most Pacific Coast advertising
can be made to create the largest
possible number of sales per
dollar invested by engaging the
services of our advertising division

• THE •
GEO. F. EBERHARD COMPANY
Introducing • Advertising • Selling
360-370 Fremont Street
SAN FRANCISCO
Los Angeles Seattle

The Little Schoolmaster's Classroom

SOMETIMES a properly handled bit of sarcasm (look out for it, though—it is double-edged) can get an idea across in better shape than a page of solemn logic. The Schoolmaster particularly likes the following paragraph, from an ad of a Kansas City flouring mill in the *Northwestern Miller*:

"We appeal to the President of the United States to issue an executive order for the investigation of farmers who are iniquitously accepting a dollar and a half a bushel for wheat, which a short time ago they were glad to sell for seventy-five cents. We also favor the passage of a law which will make it possible for the farmer to get three dollars a bushel for wheat and permit the baker to sell a two-pound loaf of bread for three cents. If anyone can suggest other beneficial laws, no matter whether there is any sense to them or not, we will be glad to support them."

* * *

That paragraph is to be commended as a particularly good example of sarcasm in advertising because it contains the two elements which the Schoolmaster believes are essential to success with sarcastic copy: first, a touch of humor, and, second, a plain indication that the sense has been inverted. Without a touch of humor, sarcastic copy is most likely to have a nasty ring and give the impression of spiteful "knocking." And without some plain label that it isn't meant literally, there is always the danger that a lot of people will take it so. Most public speakers know the danger of using this rhetorical weapon; it gets across all right when reinforced by inflection and gesture, but when reduced to cold type it may give quite the opposite impression from that which is intended. And the same is true of advertising copy.

Another rhetorical tool which sometimes proves to be double-

edged is analogy. For example, a recent piece of consumer-copy for men's clothing displayed the headline: "Of what avail is a mahogany finish on a piece of pine?" And the gist of the copy was to the effect that such a proceeding was analogous to putting nifty style and finish into garments made from shoddy material. All very lovely from the standpoint of the clothing manufacturer—but the manufacturers of pine lumber failed to see it in that light. The Schoolmaster has a copy of a letter written to the clothing concern by the advertising agent of the Arkansas Soft Pine Bureau, which concludes:

"The yellow-pine industry has been the butt of almost every form of conceivable abuse, but your advertisement affords the first instance of its role as 'Houn' Dawg' for the clothing industry."

* * *

To put it mildly, the pine manufacturers are sore, and as they all wear clothes of some make or other the comparison was not altogether happy. The copywriter forgot, apparently, that analogy works both ways, and the concern apparently forgot it, too, when it O. K'd the copy. "Countless men," reads the Arkansas protest, "buy ——— Clothes at \$40 per suit because, while they actually prefer an individually tailored garment at \$80, they cannot afford it. Likewise, legions of home-builders admire genuine mahogany, but cannot employ it because of its high cost. Therefore they use a properly adapted pine, which, when treated with mahogany finish, supplies the same harmonious effect and serves their purpose in providing artistic, home-like rooms."

Practically everybody admits that it is unwise to "knock" competitors in advertising copy, and it is equally dangerous to "knock" other products, even by analogy.

* * *

From Frederick H. Young &

Company, a Toledo mail-order house, comes the suggestion that publishers might do their advertisers a favor if they would caution their readers once in a while to be more careful to put complete and legible addresses on letters of inquiry. The company encloses half a dozen letters which illustrate what it means. "Dear

Sir: Enclosed is twenty-five cents, for which please send me, etc. Yours respectfully, Miss Ruth Buckley." Nothing to indicate whether Miss Buckley lives in Massachusetts or Oregon, and the postmark on the envelope is absolutely illegible. Now what happens? The company has Miss B.'s quarter, but it never sends her

We know NOW

We now know the new advertising rate of GOOD HEALTH—based on our net paid-in-advance circulation Nov. 1st. This new rate will be in effect with the January, 1917, issue—the first in the new "standard" size; that is, printing pages $5\frac{1}{2} \times 8$ inches. Those far-sighted advertisers who were wise enough to use space in the late 1916 issues of GOOD HEALTH will secure service through 1917 at the old advertising rate. This is a "bargain buy" the like of which is seldom heard of because—GOOD HEALTH circulation is "on the jump." Want to know the new rates? Ask me. It's some tickler.

Advertising Manager **GOOD HEALTH** 1811 W. Main Street
Battle Creek, Mich.

If you have distribution in the prosperous Latin-American field—or are seeking it—

If your goods appeal to men who demand the best—

There is a publication reaching an influential class of professional men in this territory that can accomplish a great deal for you.

Get in touch with the

PAN-AMERICAN PUBLISHING CO.

KEENAN BUILDING

PITTSBURGH, PA.

"GIBBONS Knows CANADA"

ADVERTISING COPY WRITER
capable of clear, concise and vigorous writing. Wanted by New York Agency; a man who has prepared national, magazine, newspaper, trade-paper advertising and booklets. Good opening and quick advancement for an aggressive man who has a record of things well and quickly done. State age, education, experience, salary wanted and concerns whose advertising you have written successfully. "D. E." Box 159, P. I.

Your Golden Apple

Hercules made a perilous voyage to garner the Golden Apples of the Hesperides—

Perhaps you have coveted the golden apple of Opportunity. I am going to tell you how to possess it—

I am a successful publisher in active business. Some years ago I patented an article for which there is a wide field. By direct promotion efforts I put the article in use. There was every evidence of success in the results I attained.

Then I received an opportunity to become the publisher of a magazine. My new duties took my time away from my invention. I find no more leisure now than a few years ago. For that reason I offer you the patent rights to this product. If you are a successful salesman willing to invest several thousand dollars in a future as a manufacturer I shall be glad to tell you about my product.

Here is an opportunity for you to have a business of your own. Interviews will be arranged by letter with responsible inquirers. "ACTIVE PUBLISHER," Box 158, care P. I.

ANOTHER CONVERT TO FLAT RATES

Transient 2½¢ per line
Contracts 1½¢ per line

Above is plate or matrix rate. Composition 5¢ per inch net.

BURLINGTON DAILY NEWS

Leading Evening Paper of Vermont.

"The Man On The Spot"

is the one you should consult, if you wish to get in right in the great



Latin-American Field

Mistakes are dangerous!

THE BEERS ADV. AGENCY

The "Latin-American" Agency
(Est. 1906)

Havana, Cuba, or 801 Flatiron Bldg., N. Y.

any goods. Just as she suspected all the time, the concern must be crooked. The amount is too small to waste postage writing about it, but she can and does roast the concern to a finish every time she thinks about it. Another letter comes from a man who lives in "Rosedale." No State is mentioned. Still another is unsigned by even so much as an initial. And each enclosed money in small amounts—too small to kick about in the only place where a complaint would do any good.

* * *

The company points out that such a condition hurts, not only individual concerns, but all advertising as well. If publishers would occasionally tell their readers to look out for such things as names and addresses—not in a perfunctory standing line or two, but in big enough space to be impressive—the company thinks it would go far towards remedying the situation.

* * *

Folks, when the advertising impulse first strikes them, sometimes do as queer things as young men and young women do when first hard hit by love. Here, for example, is an advertiser doing business right in little old New York, the advertising center of the country, who starts out in a newspaper advertisement with "When You Own a Car, Advertising Won't Make It Run," and then he adds:

"If you should pull up in front of our store with one dead cylinder and five sick ones or a hide-and-go-seek rattle, it wouldn't comfort you to read the advertisement which induced you to buy the car. That is why you should study cars instead of car advertising. You can learn more about a car with an electric torch than with a reading lamp. The name-plate means less to you than the design of the rear axle. . . . Every time you turn from page 11 to page 98 of a magazine to find out what Valerie said to Clarence you pass a picture of this car so drawn that it looks about 100 feet long. We wish we could put this car alongside of a L— and

point out to you a few of the differences."

Then Mr. Beware-of-Advertising proceeds to tell how his car is made "one at a time," by skilful engineers and machinists, how their manufacturing idea is a co-operative group of factories, and so on, thus producing "a perfectly balanced car of uniform quality from name-plate to tail-light." So it appears, merely on this advertisement, as Exhibit A, that this manufacturer or producer is after all a believer in the fine art of spreading information by the printed word, though he professes to scorn it. Some of his readers will have the sense of humor that he lacks.

* * *

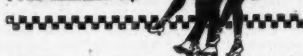
A distinguished writer of advertising copy says that he does not agree with the Schoolmaster in the statement that much effective advertising can be put across on the reader by being tied up to items of real news value—"news" in this case meaning events that are closely allied with the product and not general news that some writer attempts illogically to tag on to advertised merchandise. In this connection it is interesting to note that the *New York Times*, in announcing that some advertising must henceforth be left out of its pages, sets forth that preference will be given to "advertisements having news value." A great deal of advertising can be made "business news," and most interesting business news if given proper treatment.

"18 K"

One of New York's
Leading Agencies
Having Laid the Foundations
For a Business of
International Proportions,
Is now ready for
Another Step in its Expansion.
There is Room Here
For Two or Three Executives
Commanding Some Business,
Not so Much for the Business
Itself as for the Accomplishment
Which it implies.
They must be men of character
And Specialized attainment.
Acquaintance and Experience
In Automobile, Transportation,
Or Construction Materials would
Be Particularly Desirable.
Such Men would find this
A Connection every way Desirable.
A Service of wonderful efficiency,
A Staff, loyal and earnest in
The Advertisers' Interest, and a
Management considerate
And resourceful both in getting
New Business and taking
The Right Care of it.
Address in confidence and in detail,
18-K., care Printers' Ink.

PAUL BROWN
COMMERCIAL ARTIST

456-4 AVE.
NEW YORK.
ROOM 604
TELEPHONE
TYPE MARION SQ.



ES Nothing that pertains to the sale or advertising of a customer's product should be too small (or too large) to receive the advertising agency's most careful attention.

Fuller & Smith Cleveland

Classified Advertisements

ADVERTISING AGENCY SERVICE

MAGAZINE PUBLISHERS !! i.e. a COPY delivers your N.Y.C. ADV. AGENCY COPIES. SAFE, QUICK; S. & M. of N.Y. 450—4th Ave.

ADVERTISING FILMS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

BACK NUMBERS

BACK COPIES, PRINTERS' INK, and ALL N.Y.C. PAPERS—S & M of N.Y. 450—4th Ave.

BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

BOOKLETS AND CATALOGUES

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third Street, Philadelphia, Pa.

COLLECTIONS

For Advertising Agencies, Publications, etc. **RE\$ULT\$ everywhere.** Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

COPIES FOR SALE

I have practically all of the issues of Printers' Ink, June 1907 to June 1916, in good condition. Will have to sell, because of limited space in new home. Act quick, if you want them. Box 886, P.I.

EMPLOYMENT BUREAUS

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort. 4968.

HELP WANTED

Assistant in copy preparation and advertising design. Experience in technical advertising or knowledge of engineering desirable. State experience and salary expected. P. I., Box 890.

WANTED—Idea and plan man for Advertising Agency. Must be original, forceful, and practical. Apply, giving age, experience, and salary. Cramer-Krasselt Co., Milwaukee, Wis.

WANTED: Printer, for office position, by large Chicago printing house; must be practical and have had long office experience in good-sized shop. All replies confidential. State age, where worked, and how long employed. Box 884, P. I.

Copy and Layout Man Wanted

Practical Women's Wear Advertising Layout and Copy man for a large Women's Wear Specialty Store. Only a live, up-to-date man will be considered. State past connections and experience in first letter. Blauner's, 833-35 Market Street, Philadelphia.

A large publishing house requires an assistant in the publicity department. Qualifications: young, college education, practical advertising experience, copy and layout, intelligent application, initiative, taste, common sense and personality. An exceptional opportunity for any man or woman to make a career. Let your application be explicit to save your time and ours. Box 896, Printers' Ink.

New York Representative Wanted

Experienced advertising solicitor—preferably young man who possesses acquaintanceship with Eastern advertising agencies, is desired to take charge of New York office of leading sport magazine in its field. Opportunities for advancement are good. Furnish references and state salary expected. Address, Box 882, Printers' Ink.

Sales Manager by company doing national business half million yearly, manufacturing heating apparatus and specialties. One between 25 and 35, capable of selecting, organizing, instructing and stimulating representatives and salesmen. Must be aggressive, diplomatic and able to give actual selling assistance in emergencies. One with technical training and experience preferred. State age, experience, salary expected. Box 888, Printers' Ink.

Engineering Editor for an established technical monthly published in New York City. Man preferably 25-30 years old, either a mechanical or electrical engineering graduate with some experience in publishing business. Salary \$25.00 a week and a share in the profits. Must be an enthusiastic writer, energetic, willing to attend conventions, speaking when necessary. Should desire to make publishing his life work, and be ready to start immediately. Box 895, care P. I.

I want a young man between 20 and 25, who knows printing, electrotyping and engraving processes, to take over that end of the work of our agency. Prefer one who has worked for a printer or an agency. Must write fairly good hand and be able to "boss" the job. Salary \$15.00 to start. State full particulars in first letter. Secretary, Box 891, Printers' Ink.

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ADVERTISING AGENCY wants man with some experience for Copy Department. Not one who knows it all, but a sincere, hard-working chap who has brains and ambition and wants opportunity to work in and make good. Apply, telling us what we should know about you. Box 899 Printers' Ink.

WANTED

A Big Man for a Big Job

A man to take charge of a market development bureau operated by a prominent association of manufacturers in the building material field.

Must be a man of unusual executive ability, possessing tact, diplomacy and breadth of vision resulting from a broad business training. A man preferred with an intimate knowledge of retail trade conditions from both a manufacturer's and retailer's viewpoint. A technical training will also be desirable, and experience in Associated Manufacturers work would be a big asset. Selling and advertising experience will also help this man to grasp the scope of this work.

The association which this man will direct has been in operation for five years, and it is on a sufficiently firm working basis to warrant its making a very interesting offer to the right man. Give full particulars in letter and address Box 892, care Printers' Ink.

MISCELLANEOUS

I. C. S. BOOKS WANTED. WILL BUY EXTRA SET OF THE FOUR I. C. S. Reference Books on Advertising. Vick Chemical Co., Greensboro, N. C.

POSITIONS WANTED

CAN YOU USE A CAPABLE ASSISTANT in your advertising department to take care of correspondence copy, cuts, and do other detail work? Box 898, Printers' Ink.

SALES MANAGER

Experienced organizing, developing and handling men and products here and abroad. Especially successful trade extension and development work by mail to varied trades.

Formerly sales manager of national advertiser with oversight of advertising department. Later sales manager larger company. Doubled sales of both companies of which I was sales manager, and can prove character, personality and ability.

Wish to connect with company offering genuine opportunity for growth in return for real results.

Would consider assistant's position in large organization. 29. College man. Married. Now employed. Box 897, P. I.

ADVERTISING MANAGER seeks eastern big city position with agency, mercantile or manufacturing concern. Experience, retail and wholesale selling, newspaper soliciting, agency plan and copy, marketing and distribution. "Has made a brilliant success handling some of the largest accounts." Ask about No. 248. Fernald's Exchange, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

I Want a Job

as an Advertising Salesman. I am 28 years old and at present employed in N. Y. City. Have had 4 years of selling experience. Will accept moderate salary. Box 887, care Printers' Ink.

In the Field

I am termed very capable by the president of large corporation I have been connected with for 10 years. Have directed their advertising, bought all expense material, and enjoyed executive direction. Money was sensibly spent with results and savings effected through economical purchasing. Conditions have so shaped themselves that I seek satisfactory change. Address Box 843, P. I.

As your Sales Manager I will develop both your domestic and Foreign Business

Box 885, care of Printers' Ink

ADVERTISING MAN SEEKS OPPORTUNITY TO BROADEN BY BECOMING ASSISTANT TO ADVERTISING MANAGER. Young man, married, high school education, eight years' experience in newspaper work and special training in advertising. Attractive layouts, sensible copy writer, good correspondent, with practical knowledge of printing, illustrating and engraving methods. I expect to prove my ability to the man that will give me the opportunity I am seeking. J. L. Kling, 603 Alliance Bank Bldg., Alliance, Ohio.

What Have You Available

for this high-class Sales Manager now open for engagement?

He has: progressive and thorough business experience, ten years as a sales manager with one of the country's large manufacturing concerns; ability to handle men and to sell; initiative in planning campaigns; familiarity with executive work, office management, credits, advertising.

He wants: position with wholesale or manufacturing concern in the Metropolitan District; family reasons necessitate change from the West. Box 894, P. I.

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Comparison of Government Statements of Circulation by Chicago Papers For The Six Months Ending September 30, 1916.

PAPER	Week Days (only)	Sunday (only)	Combined	Gain over previous 6 mos	Loss
THE TRIBUNE	392,483	619,023	424,845	32,868	
The Examiner	*	*	232,828	7,531	
The Herald	203,299	222,265	206,008	4,093	
The News	431,189	x	431,189	5,107	
The American	400,031	x	400,031	15,626	
The Journal	122,447	x	122,447		1,308
The Post	61,879	x	61,879	7,058	

* Does not report week days and Sunday separately.

x Has no Sunday issue.

THE TRIBUNE'S GAIN - - - 32,868
Gain of all the other Chicago papers
combined - - - - - 38,107

NOTE: The Tribune's gain was 32,832 for week day average (only) (and 33,089 for Sunday average (only). The Herald gained 6,092 week day average (only) but lost 7,899 Sunday average (only). While The Examiner does not report its week day and Sunday issues separately, it can be figured out that this paper gained on its week day average but lost on Sunday.)

THE CHICAGO SUNDAY TRIBUNE'S average for this period was 619,023. This is by far the biggest circulation of all Chicago newspapers, whether morning, evening or Sunday. It is greater than the **combined** circulation of The News, Journal and Post (3 of the 4 evening papers). It is far more than double the circulation of one of the two other Chicago Sunday papers and more than 100,000 greater than that of the other.

THE CHICAGO DAILY TRIBUNE'S average for this period was 392,483. This is more than the week day circulation of the other Chicago morning papers **combined** and more than double the **combined** circulation of The Journal and The Post.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations